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THE NATIONAL NEWSPAPER OF MARKETING

Very Prime Time . . .

CBS Shifts Policy as Parties Place Identical Orders

Democrats, Republicans Both Claim Prior Buys; Congress May Get Appeal

NEW YORK, Feb. 19—A big political advertising battle is brewing over a choice network tv hour on election eve next fall.

The behind-the-scenes struggle came to light this week when the Columbia Broadcasting System announced that henceforth orders for political programs will be accepted only on an exclusive basis—that is, CBS time will be available only if no other network or station is being cleared at the same time. The new policy applies to the CBS radio and tv networks and all the company's owned stations.

The statement said the revised policy would "not preclude simultaneous broadcast of such events of clear national or local significance as (on a network basis) the address of the President of the United States or his inauguration, or (on a local basis) the address of the chief executive officer of a state or a city."

▪ This announcement brought forth an immediate challenge from Paul M. Butler, Democratic national chairman, who disputed the

(Continued on Page 81)

'Digest' Attack Is 'Uninformative' on Outdoor: Coste

Federal Road Network May Become 'Billboard Slum,' Says 'Digest' Piece

NEW YORK, Feb. 19—An attack on the outdoor industry in the March *Reader's Digest* brought a quick rebuttal today from Felix W. Coste, president of Outdoor Advertising Inc.

"The record shows that the editorial formula of *Reader's Digest* includes an attack on outdoor advertising about once every two years," he said. "This has been going on for some time."

Written by Charles Stevenson, a *Digest* editor, the magazine's article charges that the new 41,000-mile federal highway system will become a "billboard slum" unless state legislatures act to prevent it.

▪ "The trouble with the current article lies in the fact that Mr. Stevenson has not made use of many important facts which are available to him or any other writer," Mr. Coste charged. "This article, therefore, is less informative than it should be, and falls more generally into the field of propa-

(Continued on Page 81)

FROM JOHNSON'S WAX
New way to shine shoes!
Ends all the mess!
So easy it's fun!
And the brighter shine lasts longer!
For Kids' shoes
SCUFFED-SHOE POLISH
For Moms' shoes
SELF-SHINING POLISH
For Dad's shoes
COMPLETE PASTE-POLISH KIT
3 great new polishes . . .
14 colors including white and neutral!

TEST—*S. C. Johnson & Son, Racine, Wis., will use color spreads like this along with page-and-a-half ads and tv cut-ins on network tv shows the company sponsors to launch a test market campaign in Ohio for a new shoe polish lina including liquid polishes in non-tip plastic containers and a wax polishing kit (AA, Feb. 1). Needham, Louis & Brorby, Chicago, is the agency.*

As Hearings Get Under Way . . .

Colgate Renews Charge FTC Had Cleared 'Sandpaper' Ads

Bates Reply Steers Clear of 'Bad Faith' Charge Made by Colgate

WASHINGTON, Feb. 18—Colgate-Palmolive Co. this week again accused the Federal Trade Commission of bad faith, as legal lines were drawn today for litigation over Palmolive shave cream's "sandpaper" commercial.

According to Colgate, Palmolive ads were cleared regularly with FTC. Although Colgate had a visit from an FTC investigator on Nov. 20, 1959, it said the first it knew that the sandpaper commercial was in trouble was when FTC served its complaint on Jan. 13. The reply stressed that the ad was immediately dropped.

Colgate had reported a similar series of events preceding the issuance last November of a complaint against "protective shield" ads for Colgate Dental Cream with Gardol (AA, Feb. 1). In the Gardol case, which has already gone to hearing, Colgate this week moved either for dismissal; or, failing dismissal, that it have access to FTC's files on the dentifrice industry.

▪ Colgate was one of four advertisers hit in a barrage of FTC complaints Jan. 13. Agencies were also cited in each case (AA, Jan. 18). Replies were received today from Colgate and its agency, Ted Bates & Co., and from Lever Bros. and Foote, Cone & Belding, New

(Continued on Page 82)

Victor Agency Sues Keyes, Martin for 'Account Piracy'

TRENTON, Feb. 18—Two New Jersey ad agencies squared off for a legal battle this week in an action involving charges of "conspiracy" and account piracy.

In a complaint filed in superior court here, Jay Victor & Associates, a Newark agency, charged three members of Keyes, Martin & Co., Springfield, with joining in "conspiracy and efforts directed toward the removal and switch" of some 28 real estate accounts.

Named in the action were Howard Kiesel, a former Victor account executive who is now with Keyes, Martin & Co.; and George L. Schlissel and Martin Steinhardt, exec vp and president, respectively, of Keyes, Martin.

The complaint said Mr. Kiesel was hired by the Victor agency in 1950, "trained and educated" by the agency, and assigned to vari-

(Continued on Page 82)

Ads Cost More, Mean Less, Eldridge Says

Minneapolis Admen Told Need for Major Study of Ads, Client-Agency Setup

MINNEAPOLIS, Feb. 18—Clarence E. Eldridge—one-time marketing vp of General Foods and Campbell Soup, and still earlier plans board chairman of Young & Rubicam (he is now senior consultant, Lennen & Newell)— gave an all-day advertising workshop of the Advertising Club of Minneapolis plenty to chew on:

• **1.** He suggested a joint American Assn. of Advertising Agencies-Assn. of National Advertisers study of the public's attitude toward advertising, its believability, sponsor identification, and disbelief in some specific areas of products.

• **2.** He suggested that a volunteer committee study the whole question of advertising agency compensation and the compensation system's role in agency-client relationships.

▪ Mr. Eldridge told the group that he was most concerned at the moment with "the unaffordable cost of unbelievability" and "the client-agency relationship, with special reference to agency compensation."

So he made, in effect, two

(Continued on Page 62)

Stay Ahead of Consumer Tastes, Jones Urges Admen

MINNEAPOLIS, Feb. 18—Give the public what it wants before it knows that it wants it, Ernest A. Jones, president of MacManus, John & Adams, advised here today.

In a talk at the Minneapolis ad-club workshop, Mr. Jones told the admen, "If you wait until the public makes its wants clear by buying another product, you are likely to be 'stone cold dead in the market'."

"Counterpunching is fine," Mr. Jones said, "but doesn't it mean you have already taken a punch from the other fellow? Creative marketing—employed in intimate collaboration between client and agency—enables you to get in that first punch. Then let the competition counterpunch, if they're still on their feet, that is."

The peppery Mr. Jones went on to say that "no product and no company—however great its reputation, however shining its so-

(Continued on Page 82)

FCC, FTC Work Out New Info Exchange Plan

WASHINGTON, Feb. 18—The Federal Communications Commission and Federal Trade Commission today announced a new working agreement to help each other in the drive against plugs and payola.

Under the arrangement, personnel of each agency will have access to confidential files of the other. The agencies will also tip each other off when they obtain investigation leads of mutual interest.

The arrangement was pinned down in an exchange of letters, which included a notation that both agencies realize information from investigating files must be used on a confidential basis.

▪ Details of the agreement were spelled out in a letter from acting FCC Chairman Rosel H. Hyde to FTC Chairman Earl Kintner. Mr. Kintner's brief reply said, "FTC considers the arrangement in operation as of this date. You may expect the full cooperation of the commission and its staff in carrying out their part of this joint undertaking."

For more than two years, FTC and FCC have had a liaison arrangement which provides FCC with copies of complaints and orders issued by FTC involving broadcasters or broadcast advertisers. In some instances FCC has relayed word of FTC actions to the broadcasters involved.

▪ In the new arrangement, FCC has offered FTC access to the information it recently obtained from its 5,200 broadcast licensees, who were asked to report any instances where sponsored programs were not identified as such. In addition, it said it will notify FTC in writing of any other evidence which it finds might be of interest.

In return, FTC is to advise FCC in writing of instances where its files contain information from which it may appear that broadcast licensees or their employes have been involved in unannounced sponsorship of broadcast material. FTC is to open its files to inspection by FCC personnel. #

Last Minute News Flashes

Three Calvert Brands Assigned to B&B

NEW YORK, Feb. 19—Calvert Distillers, in line with a previously announced policy of consolidating its agencies, has named Benton & Bowles to handle advertising of Calvert Reserve, Lord Calvert and Calvert gin. The agency takes over Lord Calvert from Cohen, Dowd & Aleshire April 1 and Calvert Reserve and gin from Grey Advertising May 20. The account was said today to be worth about $5,100,000 in billings to Benton & Bowles. Earlier estimates put Calvert Reserve and gin at $2,500,000 and Lord Calvert at $1,000,000, for a total of $3,500,000. Finalists for the business included Grey Advertising; Sullivan, Stauffer, Colwell & Bayles; Dancer-Fitzgerald-Sample, and Lennen & Newell.

MacLeod Named VP, Ad Chief of Hearst Magazines

NEW YORK, Feb. 19—Hearst Magazines has appointed Robert MacLeod, publisher of *Harper's Bazaar*, vp and ad director of all Hearst magazines, a new post. Succeeding Mr. MacLeod as publisher of *Harper's Bazaar* is William M. Fine, vp of Reach, McClinton & Co. and one-time publisher of Hearst Magazines' *Bride & Home*. Both appointments are effective March 7.

Allen Expected to Leave 'McCall's' Post

NEW YORK, Feb. 19—George Allen, vp and general manager of *McCall's*, is expected to announce his resignation from the magazine following return from a three-week vacation in March.

(Additional News Flashes' on Page 81)

Gillette Reports $35,700,000 Ad Spending in 1959

NEW YORK, Feb. 19—Gillette Co. invested $35,700,000 in advertising in 1959, about 17% of its net sales of $209,276,635 for the year, the company reported today.

In its annual report to stockholders, the company reported net earnings for the year of $31,151,623, as compared with its 1958 net of $27,565,182. Net sales in 1959 were at the highest level in the company's history and 8% higher than 1958 net sales, which totaled $193,865,095.

While it did not give a breakdown of sales and profits by product, Gillette said, "Generally speaking, during the past three years, sales of Gillette shaving products, the Toni line of products and Paper Mate products have averaged about 65%, 26% and 9%, respectively, of total consolidated net sales of the company." #

Eckerstrom Is New Container Ad Head, Succeeding Doughty

CHICAGO, Feb. 18—Ralph E. Eckerstrom has been named director of advertising and public relations of Container Corp. of America.

R. E. Eckerstrom

He succeeds J. Sanford Doughty, who resigned as advertising manager last week.

Mr. Eckerstrom will also retain his present duties as director of the company's department of design. He joined Container Corp. in 1956 and was named director of the design department in 1957.

Mr. Doughty, who has been ad manager since 1948, did not announce future plans. He said he hoped to remain in Chicago in an advertising capacity.

Mr. Doughty was manager when Container Corp. began its much-discussed advertising series, "Great Ideas of Western Man," in 1950, continuing a series of institutional style ads inaugurated back in the '30s by Walter P. Paepcke, president.

He joined the company in 1940 in the sales service department, and moved to the sales research department in 1944 before being named ad manager four years later. #

ANTON W. BONDY, *print media manager of Lever Bros. Co. since 1951, has been promoted to manager of marketing information, a new post. He will be responsible for developing marketing policies and procedures, evaluating services of Lever agencies and collecting varied marketing information.*

Pair Charged with Defrauding Canada McCann of $65,493

TORONTO, Feb. 17—Police last night arrested a free lance radio announcer and a former employe of McCann-Erickson here and charged them with defrauding the agency of $65,493 since mid-1957.

George Cuttell, 29, who also used the name of George Raymond on radio shows, and James Kirkwood Ross, 33, a former accounts payable clerk at the agency, were arrested by St. John Mullen, head of the fraud squad.

Both were remanded until Feb. 24 on $15,000 apiece cash bail when they appeared today before Magistrate J. L. Addison.

▪ Meantime, police were holding a warrant for the arrest of a third man—reportedly a friend of both Messrs. Cuttell and Ross—who is believed to have left three weeks ago for a vacation in Paris and London.

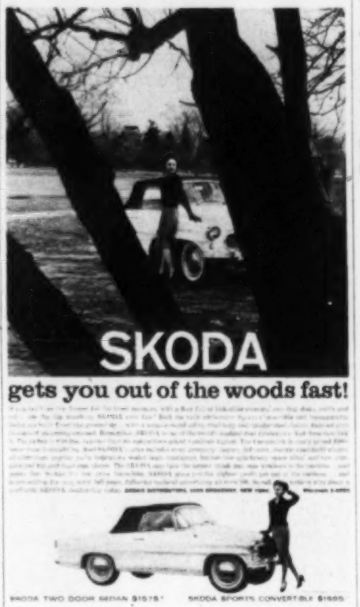
According to police, the total sum of $65,493 involved a four-year period. They broke it down roughly as follows—$7,000 this year; $35,000 in 1959; $20,000 in 1958, and $3,500 in 1957. Worksheets billing the agency for talent and production costs of commercials on national television shows were among the documents seized by police.

Police said they were called in by McCann, along with the Underwriters Adjustment Bureau, when an agency accountant reported discrepancies in the accounts.

▪ Questioned today by ADVERTISING AGE, William R. Wright, president of McCann in Canada, said: "Price Waterhouse, our auditors, say there are strong indications that no client funds were involved. We are continuing our investigation. No one at present employed by the agency is involved."

Mr. Wright said Mr. Ross had been released by the agency "about two weeks ago for inefficiency." The fraud, he said, had been discovered about a week ago. Mr. Cuttell had been used by McCann-Erickson as a commercial announcer.

▪ "I've only been with the agency four months, but I couldn't help wondering why we weren't making more money," said Mr. Wright. #


SKODA
gets you out of the woods fast!
SKODA TWO DOOR SEDAN $1575
SKODA SPORTS CONVERTIBLE $1995

HIDE-AND-SEEK—*Friend-Reiss Advertising, recently appointed by Amsko Distributors to handle the Czech-built Skoda, plans to use the old psychological principle of "reader completion" in its print campaign. The major illustration deliberately obscures the car on the theory that the reader will then be intrigued enough to look below and examine the car—and maybe the copy.*

'Don't Tell Us; We'll Ask You' Is New Weiss Policy

CHICAGO, Feb. 18—The day of requiring resumes from admen seeking jobs may be over as far as Edward H. Weiss & Co. is concerned.

The agency ran a classified ad Feb. 1 in ADVERTISING AGE seeking one account supervisor and three account executives. In the blind ad the agency asked interested persons to submit only their names and addresses, and not resumes.

Ernest Stern, vp and treasurer, told AA that the agency received

(Continued on Page 81)

Eastern Dodge Dealers Ready $200,000 Drive

Cole, Fischer Places Campaign, but Grant Claims the Account

NEW YORK, Feb. 18—The Dodge Dealer New York-New Jersey Retail Selling Assn. today announced a 20-week $200,000 advertising campaign for the Dodge Dart, which it said would be handled by its new agency, Cole Fischer Rogow.

Grant Advertising refuses to concede that it has lost the major share of the New Jersey dealers involved in the retail selling association, despite a press release on the campaign from the Dodge regional office which states: "A total of 38 of the top volume New Jersey Dodge dealers will participate." Grant is the Dodge national agency, and regional agency as well for about 30 retail selling associations. Two months ago, when the dealer group announced the appointment of Cole Fischer Rogow (AA, Dec. 21), John Pinto of Grant's New York office told ADVERTISING AGE: "I officially disagree with the fact that another agency has been appointed."

Today, a Grant spokesman, who refused to be identified, commented: "As of this morning there is no word that we are not the unanimous choice of the Northern New Jersey dealers, to which we were appointed last November."

▪ There are a reported 50 dealers in the New Jersey group, of whom nine are said never to have participated in the retail selling association.

Taking the Dodge statement at its face value leaves three active dealers left for Grant Advertising. They are located in Bayonne, Benick and Roselle Park.

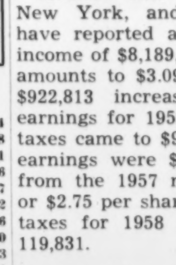
The advertising program, involving 55 dealers in Manhattan, Bronx, Westchester, Rockland and Northern New Jersey areas, breaks Feb. 19 in newspapers and two weeks later on spot tv. Initial newspaper ads will be two pages and one 1,000-line ad. Television advertising will be from two to ten spots daily for 20 weeks, through the heavy spring selling season.

"You don't know the score till you price all four," is the headline of the introductory newspaper ad. Specific reference by names is made to various Ford, Plymouth and Chevrolet models in comparison with the Dodge Dart. A subhead states: "Model for model, dollar for dollar, Dodge Dart is priced with the other cars in the low-price field." #

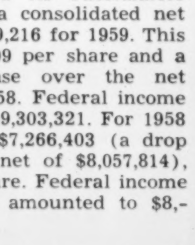
Shaw-Hagues Is New Medical Affiliate of John W. Shaw Agency

CHICAGO, Feb. 19—A new ethical-pharmaceutical agency—Shaw-Hagues Inc.—has been organized by John W. Shaw and David N. Hagues.

Mr. Shaw, president of John W. Shaw Advertising, will serve as board chairman of the new agency, which will be an affiliate of the Shaw agency. Mr. Hagues is president and chief executive officer of Shaw-Hagues and will head up the plans board. He has had ten years' experience in medical advertising—the past five years as business manager of Harry C. Phibbs Advertising Co. Messrs. Shaw and Hagues own all the stock in the new agency.



David N. Hagues



John W. Shaw

Shaw-Hagues is expected to have billings this year of about $250,000. Accounts include Chicago Pharmacal Co., Nicholas of America Ltd., Chicago and Toronto, and Haug Drug Co., Milwaukee. The agency will also be a consultant to Paul B. Elder Co., Bryan, O.

▪ Personnel of the new agency includes five practicing physicians, four specialized medical writers, general writers, researchers and designers. Offices will be located at the Shaw agency, 51 E. Superior St.

Mr. Hagues told ADVERTISING AGE that the new agency will have access to all the production, media, research, creative and traffic facilities of the Shaw affiliate offices in Chicago, Los Angeles, Grand Rapids, Milwaukee and London.

At the same time, John W. Shaw Advertising will have access to a professional medical organization readily available for consultation on the advertising and marketing of any consumer proprietary goods, he said. #

McGraw-Hill Earnings Above $8,000,000 in '59

McGraw-Hill Publishing Co., New York, and its subsidiaries have reported a consolidated net income of $8,189,216 for 1959. This amounts to $3.09 per share and a $922,813 increase over the net earnings for 1958. Federal income taxes came to $9,303,321. For 1958 earnings were $7,266,403 (a drop from the 1957 net of $8,057,814), or $2.75 per share. Federal income taxes for 1958 amounted to $8,119,831.

Palmer, Codella Names Poppe

Fred C. Poppe, formerly manager of account development at Donahue & Coe, has joined Palmer, Codella & Associates, New York, as exec vp for client services. Hendrick Mfg. Co., Carbondale, Pa., has appointed Palmer, Codella to handle its account. It was formerly at Donahue & Coe.

Highlights of This Week's Issue

Minute Maid Corp. will spend more than $1,000,000 in introductory phases of its drive for "new process" Snow Crop frozen orange juice .... **Page 3**

J. Wesley Rosberg says advertisers and agencies should stop spending advertising dollars in business publications which refuse to provide them with bona fide audit and research data .... **Page 4**

Leonard W. Smith, merchandise manager of major appliances for Westinghouse Electric Corp., says planned, controlled cooperative advertising is vital in Westinghouse's marketing setup .... **Page 6**

Personal Products Corp. will enter the Negro market with a radio show and print campaign for its Modess ..**Page 10**

John B. Stetson Co. and Scott Paper Co. experiment with the possibility of making disposable clothing out of paper .... **Page 16**

Direct Mail Advertising Assn. will evaluate a plan calling for the increase of Post Office costs and service ....**Page 18**

Advertising Requirements' March issue says specialty advertising is becoming a major medium .... **Page 19**

Kol Israel, Israeli radio station, will begin commercial broadcasting on April 1 .... **Page 22**

Food corporations increased their advertising expenditures by 145% in a ten-year period between 1947 and 1956, according to a Department of Agriculture tabulation .... **Page 26**

Gamble-Skogmo will celebrate its 35th anniversary with a special 100th anniversary campaign .... **Page 30**

National Rural Electric Assn. will launch its first national ad campaign this month with the first of a series of five page ads in Life as part of its silver anniversary jubilee celebration .... **Page 37**

Frederick Ford, Federal Communications Commissioner, says programming is still the broadcaster's job .... **Page 38**

Arthur C. Nielsen Jr. says foreign marketing offers increased profits .... **Page 42**

Ontario supreme court acquits Canadian Breweries Ltd. on a Combines Investigation Act charge .... **Page 54**

Crossett Lumber Co. launches the largest advertising campaign in its history with ads in building annuals and The Saturday Evening Post .... **Page 55**

American Dairy Assn. and five other advertisers will promote "butter yellow" as a spring fashion color this year .... **Page 61**

Pierre Martineau, manager of research and marketing of the Chicago Tribune, says the furniture-buying housewife is frustrated, confused and has a tendency to procrastinate in her purchases **Page 63**

Charles H. Kellstadt, president of Sears, Roebuck & Co., says that material in advertising columns should be as accurate as material in news columns .... **Page 65**

Warren Bahr, associate media director of Young & Rubicam, says daily newspapers must seek more income from national advertisements .... **Page 76**

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Only 'Law' Can Curb Ad 'Thieves, Swindlers': Cone

Agency Head Suggests Pricing TV by Rating, Doubling Up of Shows

Los Angeles, Feb. 16—Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, today said that he didn't think it was possible for the advertising industry to "somehow clean out that small per cent of advertising that is dishonest that causes us all so much trouble."

"I think it will take the law, just as it takes the law to put down other invasions of private property and personal rights by thieves and swindlers," he said in a talk before the Los Angeles Advertising Club.

He described the "law" in advertising as the "Federal Trade Commission, for national advertising that is dishonest; and the better business bureaus, for local advertising that is dishonest, and the Federal Communications Commission, if any station ignores the citations or protestations of the

(Continued on Page 34)

$1,000,000 Push to Introduce New, Pulpier Snow Crop

Product Will Bow in New York, New England; to Go National in 1961

New York, Feb. 17—Minute Maid Corp. will spend more than $1,000,000 in introductory phases of its drive for "new process" Snow Crop frozen orange juice. Kastor, Hilton, Chesley, Clifford & Atherton is the agency.

National distribution is planned for this juice, which contains more of the pulp of the orange and is said to be very much like home-squeezed orange juice. But at the outset the company will concentrate on an invasion of the New York and New England areas with a campaign that starts March 7. When the product goes national in 1961, it will have a $5,000,000 ad budget.

Tv and newspapers will be used to spread the news about the "100% richer" Snow Crop juice, which has been encased in a new can, with the label designed to stand out even through the frost of a frozen food cabinet.

The kickoff 1,000-line newspaper ad will be in the form of "An open letter to New York and New England grocers." This will be followed by a heavy barrage of television promotion, mixing minutes, 20s and 10-second announcements. The newspaper ads are set to hit about one per week. The total schedule set so far calls for 85 newspaper pages, plus smaller units, and 2,500 tv spots. The larger share of the budget will go to tv.

■ The "new process" Snow Crop juice was market tested in Omaha last September.

In 1958 the other orange juice member of the Minute Maid brand family went through some changes. This new orange concentrate under the Minute Maid label has been introduced commercially in Houston, Cincinnati, Syracuse, Baltimore, Washington and Chicago.

Ted Bates & Co. handles the Minute Maid juice. #

Klitten Guild Jorgensen Neale

POLITICAL CLIENTELE—*Walter Guild, of Guild, Bascom & Bonfigli, and Kai Jorgensen, of Hixson & Jorgensen, visit with Martin Klitten, chairman of the Southern California council, American Assn. of Advertising Agencies, and Ted Neale Sr., Neale Advertising Associates, before speaking at the council meeting.*

No Client Pressure Against Handling Democrats, Guild Tells 4A's Council

Jorgensen Tells Guild All He Got in Smoke-Filled Rooms Was 'Slight Cough'

Los Angeles, Feb. 17—One of the owners of Guild, Bascom & Bonfigli, which is handling the 1960 Democratic Presidential campaign, last week told the Southern California council of the American Assn. of Advertising Agencies that participation in political campaigns is a civic responsibility, and agencies cannot shy away from it for fear of criticism.

Walter Guild said such participation is a duty as well as a privilege. In his opinion, the electorate benefits when candidates have professional advertising counsel, and candidates are entitled to such assistance. He said modern communications techniques are essential to a campaign, but they play no decisive role in election results.

Mr. Guild said "a number" of his clients "belong to the opposite policital party, but no one has attempted to exert the slightest pressure on us. In fact, although some told me they hoped we would lose, they said they were delighted that we had secured the account, and expected us to do our best."

■ Kai Jorgensen, of Hixson & Jorgensen, whose agency has handled a number of political issues and candidates, agreed it is necessary and desirable for agencies to assist candidates in presenting issues clearly and honestly.

Mr. Jorgensen called the popular concept that advertising experts perform black magic with campaign strategy "just so much hokum. I've been in a good many smoke-filled rooms, but the only substantial thing I ever got from them was a slight cough."

Commenting on Mr. Guild's "surprise and pleasure" at the number and caliber of volunteers who have offered their talents gratis, Mr. Jorgensen said such a situation has it debits as well as potential assets.

"You'll get more help than you believe possible, and all your volunteers will be experts in advertising as well as politics," Mr. Jorgensen predicted. "You'll even get help from those nice little old ladies in Dubuque who have raised $250 with their brunches and coffee klatches. They'll want to know when you're going to send them their campaign buttons and when you're going to put up the outdoor boards in their neighborhood, and they'll know just the spot.

■ "Aside from the volunteers, you'll also get a great deal of help from special media who can 'swing' the election for your candidate if you place some space—and against him if you fail to do so."

Mr. Jorgensen's final word of advice was, "Do the job without fear or favor. Just don't offend anyone." #

Ford Was '59's No. 1 Advertiser in Farm Publications

General Motors, '58 Leader, Placed Second; Then Harvester, Cyanamid

Chicago, Feb. 16—Ford Motor Co. was the leading advertiser in farm publications in 1959, with a total expenditure of $1,856,956.

The total, an increase of $291,353 over 1958, was enough to top General Motors Corp., the '58 leader. GM decreased farm paper expenditures $18,750 below those of the year previous, for a '59 total of $1,612,051, good for second place.

International Harvester ($1,330,057), American Cyanamid Co. ($1,146,141) and J. I. Case Co. ($971,772) remained in third, fourth and fifth places, respectively, among the leading advertisers in farm publications.

Rounding out the top ten for 1959 are, in order, Ralston Purina Co., Deere & Co., Massey-Ferguson, Chas. Pfizer & Co. and Allis Chalmers Mfg. Co.

■ The expenditure figures, compiled by Farm Publication Reports, show that 307 advertisers spent $25,000 or more in farm papers in 1959; total expenditure for these advertisers was $39,672,300. Total for all farm paper advertising last year was $52,644,891.

Among these 307 advertisers, 220 increased their advertising expenditures in farm publications in 1959 over 1958, 85 decreased their expenditures and two spent the same in both years.

A partial list of leading farm publication advertisers, with their 1958 and 1959 expenditures, is on Page 38. #

Meier Joins Abramson

Richard H. Meier has joined Ervin R. Abramson Advertising, Milwaukee, as an account executive. Mr. Meier was formerly with Bucyrus-Erie Co., where he was copy chief and media and production manager.

Somnolent Set Supports Sponsors . . .

Paar to Reshoulder NBC Billings Load

Block Drug, Major User of NBC-TV Show, Is Among 'Come Back, Jack' Group

New York, Feb. 17—Jack Paar has promised to return March 7 to shoulder the burden of $13,000,000 worth of NBC-TV billings.

This gives radio-tv row plenty of time to deliberate about the significance, from the industry point of view, of the comedian's oh-so-well-publicized spat with his network bosses.

Some observers view this as a battle over the basic question of who shall decide what material is suitable to go out over the network. These people look on the principle, not the rather trivial incident itself, as the important consideration.

On this specific point the results of *l'Affaire Paar* are very clearcut. The NBC management said no water closet-wayside chapel joke and meant it. There was no wavering from the position that the network alone was the final arbiter as to what was acceptable programming. Even an on-the-air tantrum, shattering the show-must-go-on tradition, didn't shake the NBC bosses.

■ In its stand NBC had strong support from the competition. WCBS, the key radio station of CBS, which recently started editorializing on such tepid topics as the parking problem, went on the air to back up NBC. Said WCBS' editorial:

"It seems to us that Jack Paar's right, or the right of any network performer or employe, ends whenever the officials of that network decide that he is about to violate the good taste of one of their programs."

■ The other question that immediately arises is how this incident—a reversal of the Paar "I kid you not" platform—will affect Mr. Paar's future worth as a tv sales personality.

If the reaction of Block Drug Co. is indicative, Mr. Paar's full house of backers is not at all worried about the possibility that his public image has been damaged by his melodramatic fight with NBC.

■ Among the "come back please, Jack" requests he received before making up with Messrs. Robert Sarnoff and Robert Kintner in Florida was one from A. L. Plant, advertising manager of Block. Mr. Plant expressed Block's gratitude to Mr. Paar for his good work at helping to sell Block products and

(Continued on Page 59)

Brand Names Leap With Athletes at Winter Olympiad

Squaw Valley, Cal., Feb. 17—While the world sharpens its focus on this snow-covered valley, 6,200 feet high in the Sierra Nevada range, it is catching sight of a wealth of brand name food and equipment that has been contributed for the eighth Olympic winter games.

Olympic tie-in arrangement contributions for the 11 days of action—beginning tomorrow—range from cash to Campbell soup, from personnel to Pepsi-Cola. Roughly 40% of the estimated $350,000 cost of feeding the athletes, officials and entourages has been donated in private cash and products.

In return for their charity, the

(Continued on Page 36)

No Law Keeps FTC from Citing Media: Kintner

U. S. Official Tells PRSA: Help Sales-Aware Clients to Stay Out of Trouble

New York, Feb. 17—Media share moral responsibility for the transgressions of advertisers, and self regulation will prevent them from sharing legal responsibility as well.

These were the views of the Federal Trade Commission's chairman, Earl W. Kintner, expressed in a talk to the New York chapter of the Public Relations Society of America.

"In my opinion the public and moral responsibility of advertisers and those who serve the industry must in turn be shared by the media—the newspapers, the magazines, the periodicals and the broadcasting media.

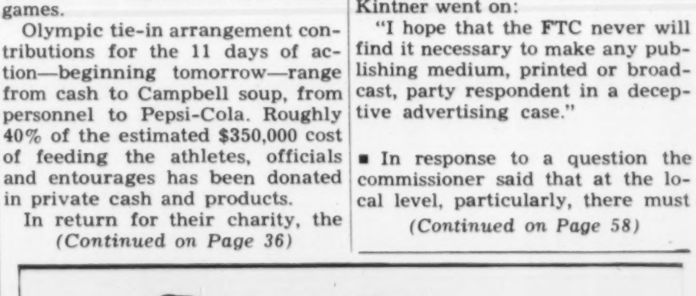
■ "Whether this sharing of public and moral responsibility also should involve a sharing of legal responsibility to the extent that media are cited as parties respondent in false and misleading advertising cases is another matter, involving serious policy considerations," he said.

Pointing out that there is no express statutory exemption for media under the FTC law, Mr. Kintner went on:

"I hope that the FTC never will find it necessary to make any publishing medium, printed or broadcast, party respondent in a deceptive advertising case."

■ In response to a question the commissioner said that at the local level, particularly, there must

(Continued on Page 58)



OLYMPIC SALUTE—*Three lovely young skiers—a blonde, a brunette, and a redhead wearing the symbol of the Olympic winter games—are featured on outdoor ads of the California Dairy Industry advisory board and the Sacramento Milk Council.*

Skip Business Papers Offering Poor Audits, Rosberg Urges Advertisers

More Advertisers Are Now Saying, 'Prove It,' Buchen Exec Tells BPA

CHICAGO, Feb. 17—Advertisers and agencies should stop spending advertising dollars in business publications which refuse to provide them with bona fide audits and research data, J. Wesley Rosberg, senior vp and director of research of Buchen Co., said here today.

Speaking at the 28th annual meeting of Business Publications Audit of Circulation, Mr. Rosberg pointed out that top management today is demanding justification for the selection of advertising media, and added that it is up to the advertising directors of companies and their agencies to furnish such information.

"Today, more and more of these top managements are saying, 'Prove it'," Mr. Rosberg said. "How do you know this market is right; that this publication covers that market properly; that these readers have any buying influence; that these readers even read the book, let alone our advertising. Prove it."

■ Mr. Rosberg asserted that the advertising field is fast approaching the day when "we as an industry, and as a profession, are going to have to establish, insist on, and live up to, some standards of publication research.

"I am thinking in terms of standards that in their own way would not be too dissimilar to the audits we now receive on our better business publications," he said.

■ Mr. Rosberg admitted that such research would cost business paper publishers money, and he added that advertisers and agencies would have to "stop putting the arm on them to 'just send out 1,000 postcards to see how many people use left-handed monkey wrenches.'

"Most of that isn't good research anyhow, and it's time we stop making prostitutes out of the publications by asking them to do this sort of garbage," he said. "They'll have a lot more money to spend on good research if we do."

■ Ted R. Meredith, asssociate media director, Batten, Barton, Durstine & Osborn, charged that many business paper publishers have been selling their publications wrongly and have become involved in the "numbers game."

"It is my strong conviction that industrial advertising should be sold so that it is related with its proper elements; not on the basis of a pseudo ratio to sales," Mr. Meredith said.

"To do this indicates a better or more realistic selling job by business paper publishers to industry. Sell industrial advertising as a catalytic medium to more fully activate industry's marketing strategies. Do not sell industrial advertising on the basis of its being a direct producer of sales. Even calling industrial advertising a tool for sales relates it to sales more than to marketing.

"There are many powerful pressures on industry's marketing job which, with proper direction, industrial advertising can help execute. At least here is a man-size selling challenge that makes the attempt to equate 'return-on-investment' with 'number of inquiries' look juvenile."

■ J. W. Murphy, manager of the advertising department, Allis-Chalmers Mfg. Co., told BPA members that unlike many other industrial companies, Allis-Chalmers has a media buyer. Although the agency's media department is used by the company, he said, the final decision is made by the company's media buyer.

The media buyer meets with all space salesmen and travels around the U.S. talking to editors, A-C customers and salesmen. He saves the company money because of quick and constant communications with A-C's promotion buyers, and he supervises the bookkeeping for advertising expenditures, Mr. Murphy said.

■ Industrial advertising must do a better job in the next ten years than it has done in the past, according to Bennett S. Chapple Jr., administrative vp of U.S. Steel Corp.

Mr. Chapple pointed out that the next decade will be a highly competitive period with industries battling industries for a share of the consumer dollar. Companies in the same field will be fighting each other and there will be competition from foreign companies, he said.

"Business publications must learn to think like advertisers," he said. "Don't tell us how good your book is, but what kind of a job it will do for us. Learn the objectives of your prospects and then convince them that you can do a job for them," Mr. Chapple said.

■ The following seven men were elected to the BPA board of directors: Mark K. Pinkerman, Reichhold Chemicals Inc.; Charles M. Reesey, Cincinnati Milling Machine Co.; George Robertson, General Electric Co.; Joe H. Serkowich, Aubrey, Finlay, Marley & Hodgson; Ewing W. Graham, Putman Publishing Co.; Robert H. Johnston, Johnston Export Publishing Co., and Junius M. Smith, Clark-Smith Publishing Co. #

Canadian Advertisers Name Yeates, Gater, Farthing

Allen B. Yeates, director of public relations, sales promotion and advertising of Prudential Insurance Co. of America, Toronto, was elected exec vp of the Assn. of Canadian Advertisers. Mr. Yeates, who continues as ACA treasurer, succeeds James C. Miller, of MacLaren Advertising Co. Ltd.

At the same time the association named E. T. Gater, vp of Sterling Drug Mfg. Ltd., and K. J. Farthing, manager, general advertising, Canadian Westinghouse Co. Ltd., to the executive committee.

in a nutshell

Baltimore is America's most compact major market. The proof—more than 85% of its families (1.5 million people) live within a 15-mile radius from the heart of downtown, roughly the ABC city zone.

Equally as important, an estimated 92% of the total Baltimore market retail sales are consummated in this same compact area, making it a *highly productive* market—the nation's 12th largest, in fact.

Baltimore is an *ever-growing* market, too. The past 20 years have added half a million people to the city's immediate area.

Contact with this compact market now, as always, can be established *best* and *most economically* by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's concentrated city zone. With the Sunpapers·*alone* you reach the overwhelming majority of Baltimoreans where they live, work and buy.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 414,465 — Sunday 316,007

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Greensboro-
GREEN THUMB OF THE NEW SOUTH'S MARKETS
15th Market in Total Retail Sales
VA
N C
ARK
S C
MISS
LA
ALA
GA
FLA

Watch Food Sales Sprout

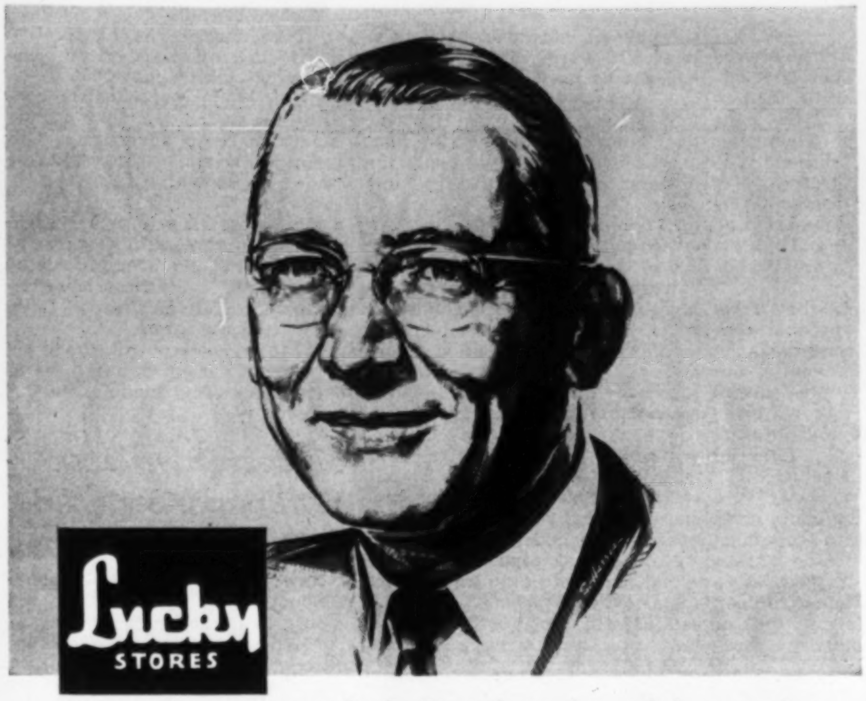
Hungry Metropolitan Greensboro Market ranks 17th in food sales in the South's top 25 markets—ahead of Charlotte, Augusta, Baton Rouge, close behind primary markets like Mobile and Chattanooga. Feed your sales story through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—
79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.



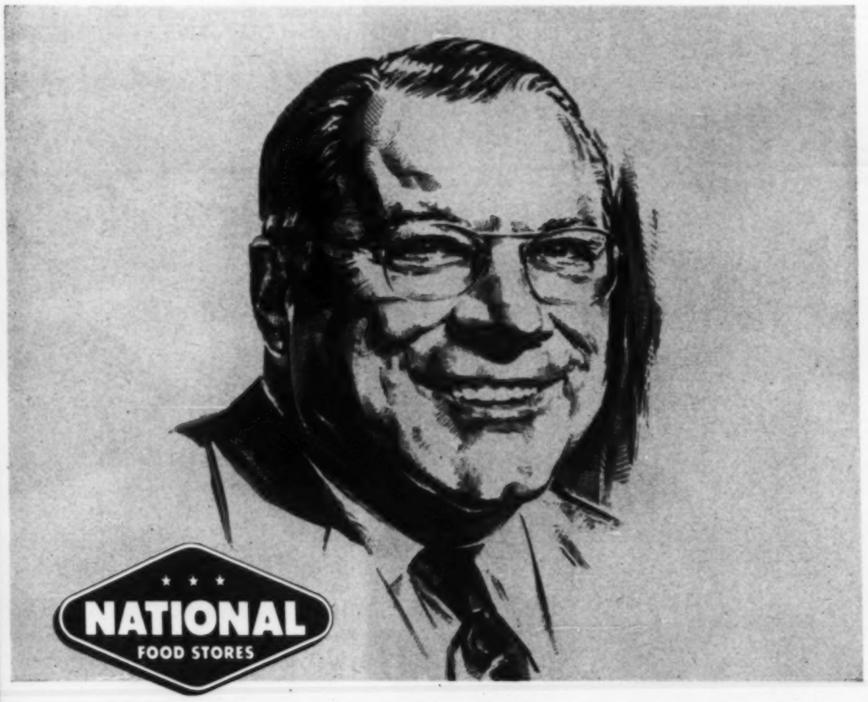
"Across the years, we at Lucky Stores have observed that we enjoy rapid turnover of goods when the suppliers are regularly advertising in the pages of THIS WEEK Magazine. Time after time, we have had the opportunity to see advertising campaigns scheduled in THIS WEEK move tremendous quantities of merchandise through our stores."

Gerald A. Awes

GERALD A. AWES, *President*, Lucky Stores, Inc.,
San Leandro, Calif. 110 stores. $180,000,000 annual volume.

How much of your sales volume depends on top food retailers like these?

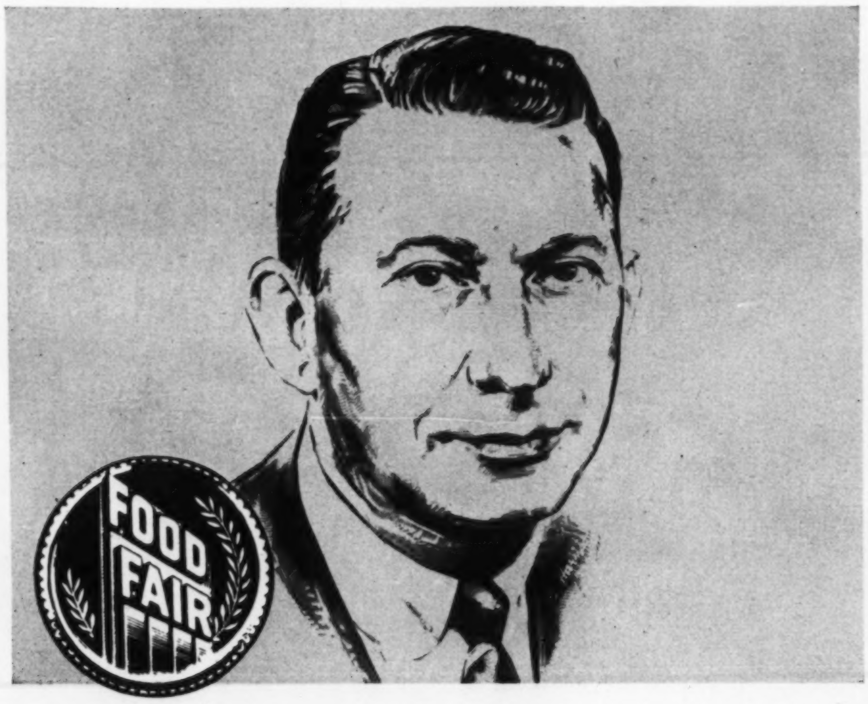
Read what they say about the power of THE BIG ONE



"We have found that products advertised in THIS WEEK have excellent consumer acceptance and our customers look first for THIS WEEK advertised products on our shelves. We know the impact of advertising in your publication. It is reflected in the movement of merchandise in our stores."

HVMcNamara

H. V. MCNAMARA, *President*, National Tea Co.,
Chicago, Ill. 932 stores. $795,000,000 annual volume.



"The advertising power of THIS WEEK is a moving force in the sale of nationally-advertised products on grocers' shelves. THIS WEEK, in effect, paves the way for quick turnover of national-brand merchandise in our supermarkets."

ARTHUR ROSENBERG, *Vice-President*, Food Fair Stores, Inc.,
Philadelphia, Pa. 384 stores. $725,000,000 annual volume.

To move goods fastest...
Buy The Big One!

This Week
MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Planned, Controlled Co-op Vital in Westinghouse Marketing Setup: Smith

Local Co-op Ad Fund Is 'Largest Single Element' in Budget, ANA Is Told

NEW YORK, Feb. 17—The millions of dollars spent annually in national media by Westinghouse Electric Corp. would be "practically money down the drain without definitive local follow-up," Leonard W. Smith, merchandise manager of major appliances for the company, said today.

Speaking before a workshop on cooperative advertising sponsored by the Assn. of National Advertisers, Mr. Smith said that as elementary as it may seem, without local advertising—telling the consumer how much an appliance costs and where to buy it—all "of the millions we spend in national media are literally only half the advertising job."

He said Westinghouse leaves the responsibility for cooperative advertising to local distributors, who "have the best perspective of their markets' promotional possibilities and who get the most out of every competitive dollar." He said that in relative importance, the local cooperative ad fund is the "largest single element" in Westinghouse's major appliance ad budget.

■ While national advertising can't do the entire selling job without local follow-up, Mr. Smith said, it does establish the product concept on which local advertising is based. He described the Westinghouse method of co-op advertising for the workshop.

"We continually work toward having all local cooperative advertising use the same themes, the same feature points, the same emphasis on product advantages that are used in our national advertising. This standardization of copy approach is automatically included in any factory prepared ad materials. Distributors and dealers also follow it in locally created co-op advertising.

"It stands to reason that if we want to establish a product concept," Mr. Smith continued, "it has to be started nationally, but really seated locally. The careful planning of our factory ad managers and our agency people is of little benefit if it is not followed up in dealer advertising."

■ And while the company gives its local distributor a comparatively free hand in co-op advertising, it still provides policies to be followed and continues to keep tabs on its local ad effort. Part of the policies laid down by the factory, Mr. Smith said, is strict adherence by the local distributor to the Robinson-Patman act. "In particular, we make sure that the distributor offers advertising plans and allowances to all competing dealers on a proportionally equal basis.

"Though our distributors have somewhat of a free rein in their use of co-op funds," he concluded, "awareness and respect for the law—plus conscience—guides the reins. Such important advertising areas as price information, claims and warranties, accuracy of feature copy and signs of misleading advertising are closely watched."

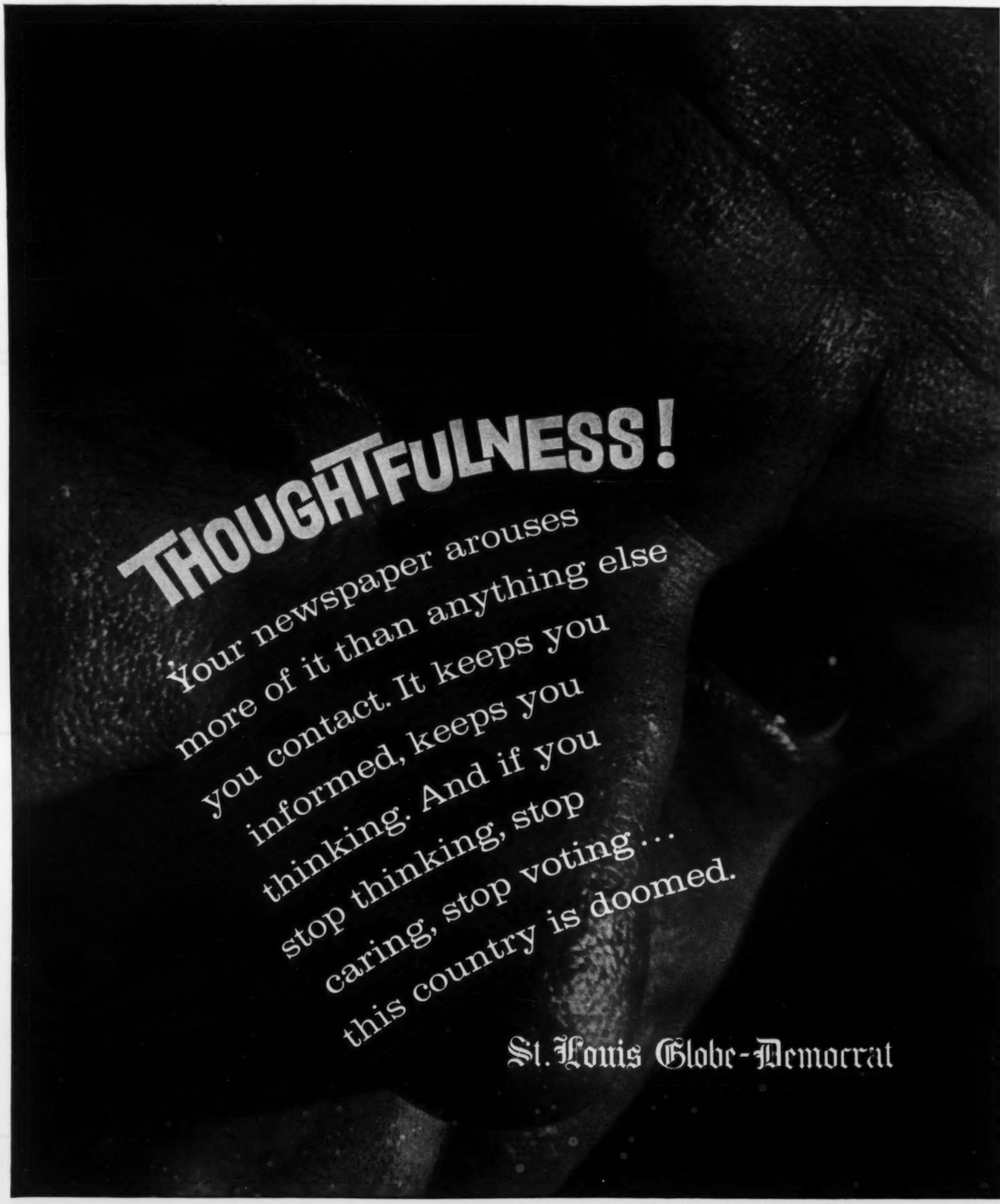
■ Another speaker, Lester Krugman, vp of advertising and public relations, National Telefilm Associates, traced the growth of cooperative advertising.

Noting that many companies spend more for co-op than for national advertising, Mr. Krugman said 63 of the top 100 national advertisers engage in cooperative advertising, compared to 51 companies two years ago.

Of the 500 largest industrial corporations in the U.S., 132 (26%) engage in co-op advertising. This compares with 120 (24%) two years ago, he said.

■ The most important current problem in successful cooperative advertising is "the need for intelligent control," Budd Gore, advertising manager of the *Chicago Daily News*, told the group.

"Without good control, you're piloting a rudderless ship in a sea of extravagance and ineffectiveness," he said. #

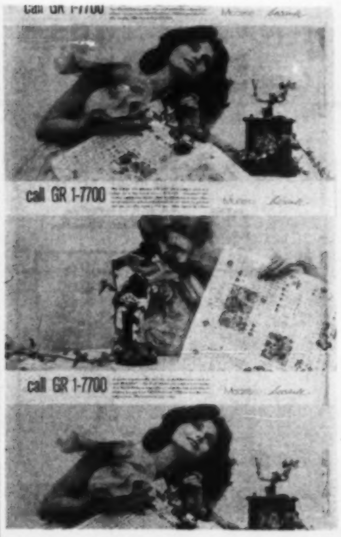

THOUGHTFULNESS!
Your newspaper arouses more of it than anything else you contact. It keeps you informed, keeps you thinking. And if you stop thinking, stop caring, stop voting… this country is doomed.
St. Louis Globe-Democrat

Modess Drive Uses Wallpaper-Style Ads in Dailies, Magazines

NEW YORK, Feb. 16—Personal Products Corp. is rating the response to its newspaper color ads for Modess as " 'way out of the ordinary."

The campaign is running in about 50 newspapers across the country and is in addition to the regular "Modess . . . because" campaign in magazines (for news of still another Modess campaign, see story on Page 10). The pastel-colored ads picture a woman with a beflowered lorgnette, reading a beflowered newspaper. The point of it all is to "maintain the Modess image but still create a new look," the company told ADVERTISING AGE, "and so far it has been tremendously successful."

The ads, furnished to the newspapers on printed rolls, are designed like wallpaper so they can be cut at any point. Magazine versions also are running in women's and fashion books.



FLOWERFUL—*Personal Products Corp. is running this color ad in Cincinnati and Milwaukee newspapers, featuring a phone number to call for a Modess coupon.*

The newspaper ads first appeared last October and November, a second schedule was lined up for January and February, while "a third blast will start within the next two months," AA was told.

■ In January and February, the company also has been running a special "free offer" in Cincinnati and Milwaukee newspapers. In this two-city test, the ad pictures a woman with a flower-strewn newspaper and telephone. The copy features a phone number to call for a coupon good anywhere for a free box of Modess.

"Full information on these tests is not in yet, but so far they have exceeded our expectations, and we have quite good hopes for the final results," the company said.

Young & Rubicam is the agency. #

We were out to lunch with an old ad-manager friend of ours recently, and we said (not too smugly), "The Saturday Evening Post is your number one buy – for reach, frequency, response." He gave us a here-we-go-again look and said, "Can you prove it?" We said, "Yes." ■ "Remember last year, when we pioneered the first measure of **your advertising page** – instead of just telling how many people look into one of **our** issues?" ■ "Sure – Ad Page Exposure," he said, staring sadly down at the sliver of lemon in the bottom of his glass. "So that was last year. What have you done for me lately?" ■ "A **new** Politz study, that's what – one that shows how **all three books in the Post's field** compare in delivering Ad Page Exposures! And talk about reach!" we said as his fingers closed around a bread stick. "Just one insertion in Life, Look and the Post and you get more than 91 million reader exposures for your ad page." ■ While we still had his attention, we arranged our knife, fork and spoon into a rather clever vertical bar graph. "Now here's the breakdown on Life, Look and the Post – or, to be accurate, Post, Look, Life." Then we scribbled the following on the tablecloth, below our silver: REACH OF YOUR AD PAGE – POST... 30,861,000 APX LOOK... 30,702,000 LIFE... 30,110,000. ■ And let's take frequency of exposure. **A Post ad page gets 17% more exposure to the individual reader than a Look ad page...37% more than a Life ad page. The Post is the Hi Frequency magazine!"** ■ "Tell me about the Influentials," he said. "I like to hear about the Influentials." ■ "They come next – under response: The Post does the best job of getting through to people with the need **and** the money to buy. **Your Post ad page gets 4 million more repeat exposures among larger families than a Life or Look ad page — 2 million more repeat exposures in $4000 and over households ($4000 is where buying power begins.)"** ■ "You said a mouthful," he grinned, watching the waiter serve the London broil au jus. ■ "Pure gravy," we said, "like an ad in the Post."

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS MAGAZINE

Swertfager Quits as Senior VP of Lennen & Newell

New York, Feb. 19—Walter M. Swertfager, senior vp and management account supervisor at Lennen & Newell, has resigned from the agency, effective March 1.

Mr. Swertfager said he did "not wish to announce any reason" for his departure. He said there was no connection between his resignation and L&N's recent losses of American Airlines and National Distillers. He said he will take a 61-day trip to South America, Africa and the Mediterranean and then will announce his plans.

Mr. Swertfager, who will be 60 on June 28, began his business career in 1922 with the Vacuum Oil Co., where he was assistant to the ad manager. From 1929 to 1937 he was an account executive with Lord & Thomas; then he moved to Seagram-Distillers as its ad director.

■ He left Seagram in 1940 to join Ward Wheelock Advertising; in 1941 he started his own agency. In 1947, he joined Lennen & Mitchell as vp and plans board director. He became a senior vp of Lennen & Newell in 1952, when L&N succeeded Lennen & Mitchell.

American Airlines, a $6,000,000 account moved to Young & Rubicam last June. National Distillers' Hill & Hill and its Bourbon Deluxe whiskies and Cinzano vermouth—billing $1,000,000—announced on Nov. 23 a switch to Fletcher Richards, Calkins & Holden, effective early in 1960. #

Ford Dealers Hit for Price Fixing Enter Nolo Contendere Plea

Detroit, Feb. 17—The 22 members of the Detroit Metropolitan Ford Dealers Assn. named in an indictment last May by the Department of Justice anti-trust division on two counts of conspiracy to fix new car prices, have changed an earlier plea of innocent to one of *nolo contendere* (no contest).

The plea was not immediately accepted by Ralph M. Freeman, federal judge, who asked Philip Van Zee, attorney for the defendants, to bring each individually before him.

"I believe the best interest of the government will be served if I accept this plea," said Judge Freeman, "but I want each man to understand and say so." He said the fine could amount to $50,000, or a total of $2,200,000 on those named in the indictment.

■ Only 22 of 49 Ford dealers in the tri-county area of metropolitan Detroit are involved. They are reputed to sell about 40% of the Fords in the area. A memorandum accompanying the change of plea mentioned this and maintained that any activity of agreement on price would not impose restraint in the highly competitive market.

The memo said that use of dealer association price lists did not determine ultimate sales prices, and that a $225 gross profit on a sale was not adhered to, with 58% of the sales being below the $225 and 8% below $100.

A similar indictment was returned by a previous grand jury against a group of Detroit Chevrolet dealers. That case is still pending. #

You Ought to Know . . . Stanford Smith

Stanford Smith, who becomes general manager of the American Newspaper Publishers Assn. Aug. 1, is a tall, spare, soft-spoken southerner who "can't remember ever wanting to be anything else but a newspaper man."

But paradoxically, Stan's ascendancy, at 41, to the top post in the biggest newspaper association in the world was accomplished mainly outside the newspaper city room.

Like his predecessor, Cranston Williams (who is retiring after 20 years with ANPA), Stan is a native of Georgia, whose soft southern drawl has been diluted only slightly by nearly seven years with ANPA in New York.

Stanford Smith

Like many others in the business, Stan began his newspaper career in college. As an undergrad at the University of Georgia school of journalism, he edited the college newspaper and handled the university's public relations.

■ In 1941 he took the Army up on an offer ("Do your year in college and then get out") and was promptly hauled into active service, emerging in 1945 after serving as an infantry captain in Pacific combat zones.

Returning to Georgia, he got a job on the *Augusta Journal*, where he worked first as a reporter and later as a "swing man," a kind of editorial Jack-of-all-trades. Later, Stan moved to the *Cairo Messenger*, a Georgia weekly where, as he recalls, he "did everything." Then in 1947, Stan went to the Georgia Press Assn., which he managed for six years. He joined the ANPA as assistant to Cranston Williams in August, 1953.

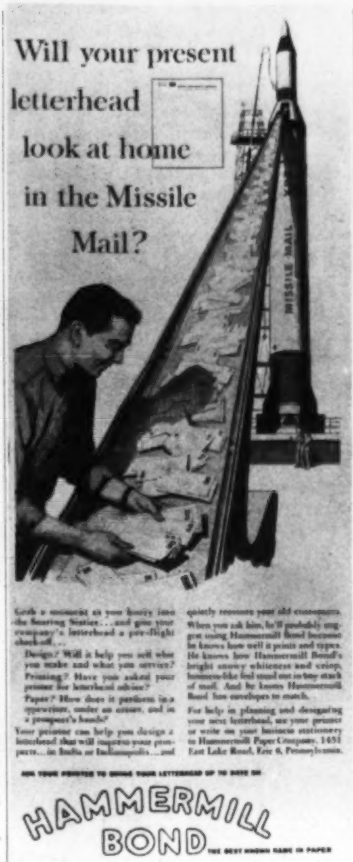
As he sees it, the challenge of association work is basically the challenge of newspaper reporting. "Every day there's something new and something different," he says. "I'm not the type of association man who could run, say, an automobile dealer association. Our challenge is a unique one. It's up to us at ANPA to provide services for our membership that others can't possibly provide, and do for the members better than they can do for themselves."

■ As for the future operations of ANPA, Mr. Smith said he subscribes to Cranston Williams' philosophy that the "orbit of ANPA is 360 degrees."

Stan lives with his wife and three daughters in suburban Harstdale, N. Y. In addition to serving as director of the Army Command & General Staff College in White Plains (he's a lieutenant colonel), he also finds time to coach a basketball squad comprised of sixth grade girls. "My daughters got me into it and I think we're leading the league." #

Wiegand Joins Bohnett

Lou Wiegand, formerly sales promotion manager of *American Machinist*, New York, has joined Bohnett Co., Cincinnati agency, as an account executive.


Will your present letterhead look at home in the Missile Mail?
MISSILE MAIL
HAMMERMILL BOND

NEW—*Hammermill Paper Co. is launching a new drive in the Feb. 27 issue of The Saturday Evening Post to promote the use of its bond paper with letterheads. Batten, Barton, Durstine & Osborn, Cleveland, is the agency.*

Give U. S. Inch in TV Control and It'll Take an Ell: Stanton

New York, Feb. 18—Warning that there is no such thing as a little government control, Frank Stanton, president of CBS, today reiterated his contention that the job of improving tv should be left to the television industry.

"Government prescription is the easiest way, but it's also the irresponsible way," Mr. Stanton said in a speech here, following his acceptance of the *Printers' Ink* advertising gold medal award.

"Sometimes from surprising quarters usually dedicated to freedom and ordinarily keenly sensitive to any government intrusion into expression in America, the argument is advanced that, because there is a technical limit on the number of tv channels available, the government should be empowered to regulate what is broadcast on those channels . . .

"Once the government tells three television stations in a city what they must broadcast, how long does anybody suppose it would be before the government tells the only newspaper in town what it must print?"

The head of the world's largest network accepted his award with this jocular reference to broadcasting's headlined public relations difficulties:

■ "I am most grateful for this award—the more so because it comes at a time when broadcasting is the object of less than universal admiration," he said. "Selecting me for a place in the long line of recipients of the gold medal awards falls, I am afraid, somewhat short of wisdom. But it certainly speaks well for the jury's courage.

"The fact is that anyone in broadcasting is rather easily moved by honors these days. We have become somewhat more expert in the acceptance and usages of censure." #

BPA Votes 3-Year Limit on Circulation Source Material

(Other news of the BPA meeting sessions is on Page 4.)

Chicago, Feb. 18—The board of directors of Business Publications Audit today voted to require updating of circulation source material from a maximum of five years to a maximum of three years, with a publisher option of using material as recent as two years or one year old.

At the same time, the board voted to drop the term "verification." In the future, the word "qualification" will cover the procedures formerly known as "verifying."

Here is what has happened: Before today, "qualified" circulation of business papers consisted of source material (for recipients of the publication) no older than five years. "Verified" circulation was made up of source material no older than two years and it was optional for a publisher to list his "verified" circulation.

■ Under the new rules, no qualifying material older than three years will be acceptable, except foreign circulation, which may be no older than five years. Any names checked against older source material will be reported as "non-qualified."

In addition, in Paragraph 12 of BPA's reports, which lists sources used to qualify the names on a circulation list, three columns will be provided to show numbers qualified within three years, two years and one year. Use of the two-year and one-year columns is optional by a publisher.

Here is the new definition adopted by the board: "Qualified circulation is that circulation for which the mailing address, conformance to the field served and recipient qualification and correct classification in Paragraph 10 are verified by auditable documentary evidence dated not more than three years prior to the date of the issue analyzed."

■ The definition will be incorporated into the 1961 publishers' statements and audit reports. Any publisher may adopt this procedure after Jan. 1, 1961, and must adopt no later than Dec. 31, 1962.

Also under the new rules, a publisher is required to provide complete information on his BPA statement about the sources of his circulation lists. Under the old rules, he was required to do this only for "verified" circulation.

A newly admitted publication member shall have the option of not reporting the number of names obtained from each source for its initial audit, but this information must be reported in the second audit.

A member of the BPA board told Advertising Age that the change was undertaken mainly because of strong pressure applied by many agencies, which have been clamoring for more up-to-date information on persons receiving BPA publications as well as a simplification of circulation terminology. #

'Seventeen' Boosts Rates

Seventeen, effective with its August, 1960, issue, will increase its b&w page rate from $3,645 to $4,010. New rates are based on a yearly average net paid circulation of 1,000,000, up 25,000 from previous base of 975,000.

Jopling to Goodloe Stuck

Leonard Jopling has joined Goodloe Stuck Advertising Agency, Shreveport, La., as a vp. Mr. Jopling was formerly advertising manager of Universal Mfg. Co., Bossier City, La.

Harper's Bazaar . . .

Agency Head Sets 7 Precepts for 'Personal Sell'

Montreal, Feb. 17—Marion Harper Jr., head of the world's second largest agency, today espoused "the personal approach" in advertising and ticked off for the Advertising & Sales Executives Club of Montreal seven ways for business to achieve a more successful personal approach.

Mr. Harper's "precepts" follow: Know yourself, be yourself, mind your manners and pass a miracle. The last point, he said, is the "creative act of making blank paper and screens come to life; it enables things to talk to people."

The agency chief predicted that advertising volume in Canada would "more than double" in the next ten years. "But doubling of advertising dollars will not mean doubling of advertising impact," he said. "Each advertiser will enter a field of competition with increasing clamor for attention. He will find it harder to be heard."

■ "It is because of this outlook," continued Mr. Harper, "that I feel a special missionary zeal for a re-vitalizing of the personal approach. No strategy, no new research technique, no new use of a medium seem to me to offer so much promise for achieving impact against the prospect of increasingly strident competition."

Discussing his precepts, Mr. Harper said that when a company knows itself, "it can recognize ways in which it can develop a more distinctive and vivid personality, one that a consumer can readily distinguish from competitors."

In being itself, he said, a company's communications should correspond to its actual character—a product or corporate image should be honest and realistic.

■ Having something to say, he added, means "first of all a message that is honestly consumer-oriented." It should also be believable, newsworthy and informed.

"However many times a message may be multiplied," said Mr. Harper, "it will fail unless it registers in the mind of one individual," therefore a company should talk to one person at a time.

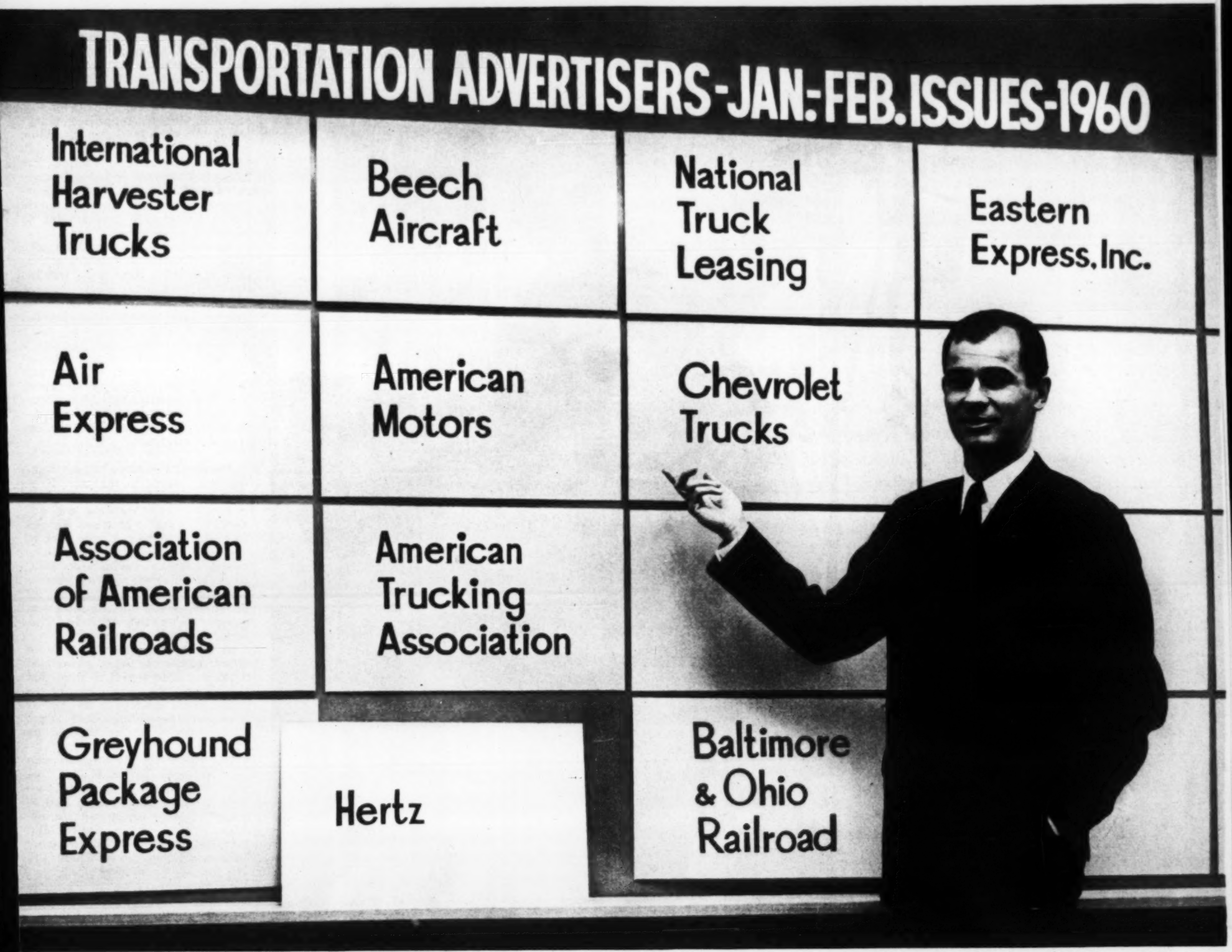
The successful personal approach, he continued, is "usually enthusiastic and entertaining." Entertainment and selling "have been collaborators since the earliest fairs and bazaars. The prospect who has been entertained eases into an expansive mood; it is even possible he may buy"—hence the "enjoy yourself" precept.

■ Minding your manners, said Mr. Harper, "means that the prospect for an ad purchase is not regarded as a sucker; nor is the prospect for an advertisement pictured as a moron." #

Moore Sticks to Gas

In line with its concentration in the gas industry, Moore Publishing Co. has transferred its interest in *American Perfumer & Aromatic Review* to Allured Publishing Corp., Chicago. Details of the transaction were not disclosed. Moore gas publications are *Gas Age, LP-Gas, Industrial Gas*, and *Heating & Gas Appliance Merchandising*. The company also publishes *Brown's Directory of American Gas Companies*.

Why are so many informed advertisers NOW using Nation's Business?

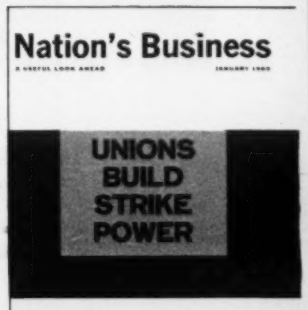

TRANSPORTATION ADVERTISERS-JAN.-FEB. ISSUES-1960
International Harvester Trucks
Beech Aircraft
National Truck Leasing
Eastern Express, Inc.
Air Express
American Motors
Chevrolet Trucks
Association of American Railroads
American Trucking Association
Greyhound Package Express
Hertz
Baltimore & Ohio Railroad

To get more corporate executives . . . without the corporation wives. Advertising costs being what they are today, it's a highly expensive luxury for business advertisers to use magazines which have an equal appeal for executives' wives. Few of them will buy trucks. Or business machines, or business insurance.

That's why a growing number of advertisers are turning to NATION'S BUSINESS. Practically all of its 750,000 subscribers are businessmen. Twenty-three thousand are executives in 499 of the top 500 industrial corporations. The rest manage some 500,000 other companies that also are large-scale users of trucks and transportation services. *These* customers can't be reached by advertising in any other management magazine—none has enough circulation.

With NATION'S BUSINESS, you tell your story out in the territories where your salesmen and distributors are working. And you get direct sales action: leads to follow up—many of them medium-sized prospects your salesmen seldom have time to call on.

So . . . if you want to move deep into the nation's business where there's plenty of new business—and added business—to be had (*and do it economically without paying for a lot of "non-working" circulation*), NATION'S BUSINESS is the magazine to carry your advertising. More and more informed advertisers are using it.


Nation's Business
UNIONS BUILD STRIKE POWER

YOU USE NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

WOULD YOU PAY $6.00 FOR AN IDEA?

You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe ART DIRECTION

A35 19 W. 44th St., New York 36, N. Y.

NBC-TV Promotes McFadden, Buck, Three in Chicago Sales

NBC-TV, New York, has promoted several of its executives. Thomas B. McFadden, formerly vp, general sales executive, has been appointed vp, national sales manager, a position which has been vacant since Don Durgin left it last year to become vp, tv network sales. Max E. Buck, previously station manager of WRCA-TV, New York, has been appointed vp and eastern sales manager at NBC-TV.

Edward R. Hitz, formerly vp in charge of tv network sales, central division, has been named vp, general sales executive for NBC-TV, New York. Angus Robinson was promoted from manager to director in the central division for tv network sales. Named to replace Mr. Robinson was Cyrle C. Wagner, who was promoted from a salesman to manager, tv network sales, central division.

Modess Plans Radio Show, Print Drive, for Negro Market

MILLTOWN, N. J., Feb. 16—Personal Products Corp., maker of Modess sanitary napkins, has decided to go after the Negro market via radio and print.

The company began by hiring as a consultant Alma John, a registered nurse and New York broadcasting personality. Last week Personal Products started sponsorship of "At Home with Alma John." A 15-minute radio show being syndicated to 33 stations catering to Negroes in the District of Columbia, Illinois, Tennessee, Maryland, North and South Carolina, Georgia, Mississippi, Missouri, Alabama, Louisiana, Florida and Texas. The show is being distributed by Nationwide Network. Participating stations have signed to carry the weekly program for 52 weeks.

In the new show, Mrs. John, who is also director of women's activities at WWRL, New York, will interview prominent Negro women as well as discuss such subjects as health, adolescence and marital problems. Each show will carry only one commercial, about a minute in length and delivered bv Mrs. John. The soft-sell ads will talk of "Modess because—softness, comfort, security. New Modess has added a new channel of protection. New Modess has a discreet deodorant you can trust."

■ Personal Products has used radio only rarely in the past, J. J. Hodupp, the company's vp in charge of merchandising and advertising, said. Modess Family Life Institute helped pay part of the production charges for a show called "Family Living" on NBC Radio but the only mention Modess received was a line at the end of the show, saying that the show was sponsored by the institute. This series ended in December.

In addition to the current radio effort, Modess is being advertised in *Ebony*. For the first time last December, the company began using Negro models in its ads. It is considering adding other Negro publications, such as *Tan*, to its schedule.

The reason for the present push for the Negro market is that "we have neglected it in the past" and view it as one with a good deal of potential, Mr. Hodupp said. In addition to the radio show, Mrs. John will attend Negro conventions and home shows where she will discuss the Modess product.

At present, Personal Products has no plans for television, but the syndicated radio show may be expanded to other markets if it is successful, Mrs. John said. The radio program was placed directly by the syndicator; Modess' agency, Young & Rubicam, did not participate in it. #

Awards Set for Best Wool Ads

Woolens & Worsteds of America, New York, has set up awards in nine categories for the "most effective advertisements featuring American-made wool products" during 1960. Three awards each have been set for manufacturers ads in consumer publications, for manufacturers ads in trade publications and for retailer ads in newspapers. Judging will be based on the effectiveness of the ads in building prestige for American-made woolen and worsted products.

Koenig Joins Butrick

Richard A. Koenig has been named director of creative services, Butrick & Associates, Cleveland sales promotion agency. He will be in charge of technical art for all of the company's clients.

if *people* use your product you can sell more in Peoria

Harness manufacturers are advised to concentrate on other markets, for we're the first to admit that our horse population isn't what it used to be. But if **people** wear, eat, drink, smoke, wash with, sit on, drive in, listen to, look at, sleep under or otherwise utilize your product, then make sure the Peoria Journal Star is on your schedule. Metropolitan Peoria has over 300,000 of them champing at the bit to buy.

PEORIA JOURNAL STAR
O'MARA & ORMSBEE, INC. national representatives
New York • Detroit • Chicago • San Francisco • Los Angeles

THIS WEEK

AMERICAN WEEKLY

PARADE

FAMILY WEEKLY

THE BIG 4 NATIONAL SUNDAY MAGAZINES

offer a dramatic format, brilliantly edited and colorfully printed . . . a congenial and exciting environment in which your product story is lifted above the distractions of other media at a time when the entire family interest is shared by the news columns, Sunday features and a leisurely, attentive reading of " the ads."

289 KEY CITIES OF ORIGIN

and their trading areas include thousands of prosperous, growing satellite cities blanketed by the newspapers that carry THIS WEEK, THE AMERICAN WEEKLY, PARADE or FAMILY WEEKLY. The more than 37 million circulation of the Big 4 Sunday magazines offers national advertisers a basic "hard core" of media planning. Selected combinations can be matched to your product distribution pattern effectively and economically. The massive circulation of the syndicated newspaper magazines, based on the audited reports of their distributing newspapers, offers you immediately responsive saturation coverage that can be successfully merchandised to build distribution, adequate stocks, in-store displays, and tie-in ROP ads.

2370 COUNTIES COAST TO COAST

are included in the national coverage of the Big 4 Sunday magazines, reaching from 20% to 100% of county households. Your product story appears in colorgravure in the same newspaper in which your retailer concentrates his local advertising to maintain his store traffic and sales. He knows that national advertising in newspapers and newspaper magazines does a broader pre-selling job to more of his customers than any other national media can possibly reach. Your field sales staff and every link in your distribution set-up will react enthusiastically to the unique, concentrated impact of your Sunday magazine advertising and its deep penetration of selected sales areas.

Family Weekly

The coverage picture of the Big 4 Sunday magazines in all the possible combinations is available on acetate overlay maps through the FAMILY WEEKLY sales offices. Your nearest FAMILY WEEKLY representative will gladly bring them over to your office at your convenience.

Family Weekly

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue, / DETROIT 2: 3-223 General Motors Bldg., / CLEVELAND 15: 604 Hanna Bldg. / ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg., LOS ANGELES 4: 3670 Wilshire Blvd., / SAN FRANCISCO 5: Lee T. Weston, 235 Montgomery Street.

The Editorial Viewpoint . . .

Alarums & Excursions

We feel that we ought to urge advertising men to rush to the barricades, if only we could figure out where they were, why they were being set up, and against whom they were to be defended. Last week we reported that agencies invited to solicit the new Optical Manufacturers Assn. account were asked to fill out a questionnaire which asked, among its 20 questions, whether the agency had been linked in an FTC action. We also reported that Kiwanis International has, as one of its 20 criteria for good citizenship in a new "CQ" program, included "rebelling against" false and misleading advertising. And John Ciardi, who usually writes about poetry for the *Saturday Review*, included in a recent article about beatniks the observation that, if the choice were between being beat and "Madison Ave.," he thought the beats had everything on their side.

We wish there were more and better understanding of advertising, its processes and its economic role. We also wish people would realize its limitations. It seems probable to us that the optical manufacturing group would attach less importance to an FTC citation if it knew something of the commission's historic fascination with trivia, and if it knew more about the client-agency relationships which have governed many previous citations. We find it hard to believe that "rebelling" against false and misleading advertising has become a primary duty of citizenship, although we say again that false and misleading advertising is indefensible. But it is not so prevalent nor so significant as to warrant inclusion in a Kiwanis program aimed at building better citizens through more participation in civic affairs, and in church and family relationships. Mr. Ciardi has apparently confused advertising with the general drive for success which tends to characterize American life. Many novelists and poets have found this repellent, but few have tried to link it totally to advertising. Probably because the American urge to be successful was a noticeable phenomenon long before national advertising became an important part of our cultural scene.

But what we would like to call to your attention is that advertising is taking its lumps from a lot of sources, remarkably diverse in character. And if advertising is to repair its "image," it needs to do it in a lot of different places.

One Answer to Retirement

We were delighted, a couple of weeks ago, to see Minneapolis-Honeywell Regulator Co. advertising for a retiring or retired copywriter to act as "copy chief emeritus" in its 80-man Minneapolis sales promotion department, on either a part-time or a full-time basis.

The problem of what to do with perfectly healthy, competent people who are required to retire at 65 or earlier is going to become increasingly difficult in the advertising business, as in all other businesses.

Early retirement is wonderful if, in fact, an individual is aching to cast the cares of business aside. But in many cases this is fiction rather than fact. Some people want to be relieved of responsibility, to move to softer climes, to play golf or fish or sit in the shade; but others do not.

To this latter group forced retirement frequently means an enforced and unwelcome idleness, a loss of stature and importance, and a loss of purpose.

The more we can utilize the know-how and experience of retired people, as Honeywell hopes to do, the more we can benefit them and our economy, as well as our individual businesses.

What Can a Man Believe?

The ordinary layman (which in this instance means the ordinary man not versed in the intricacies of medicine) gets either a chuckle or a chill in the region of the spine when he finds the Health, Education & Welfare Department of the federal government, and its good right arm, the Food & Drug Administration, warring with the *Journal of the American Medical Assn.*

Yet that is precisely what has happened in recent weeks, as one aftermath of the Great Cranberry Scandal of 1959. The *Journal of the AMA*, about as official a spokesman as it is possible to find for the medical profession, chided the federal department for its much publicized indictment of cranberries, asserting that it was needless and that the alleged cancer-causing element present in the spray used on some cranberries is consumed regularly in ordinary vegetables.

The government department indignantly denied that this is the case, asserting that the editor of the *AMA Journal* was misinformed.

We are not much interested at this point in whether Health, Education & Welfare or the American Medical Assn. has its facts straight. But we are interested in any situation in which there is such positive action by a government department in a case in which the best medical opinion seems so sharply divided.

To an ordinary layman, it looks more than ever as though the cranberry incident, with great damage to cranberry farmers and other marketers, was ill-conceived and probably unnecessary.

Gladys the beautiful receptionist

—Robert C. Bailey, Jeffrey Mfg. Co., Columbus, O.

"I think that new account is shaky—he said switching to us has been like trading a headache for an upset stomach."

What They're Saying . . .

Communication Problem

The third and perhaps the most serious of the observations for the future has to do with communication with the community of most interest to us. Communication, as we all know, gets increasingly difficult as we approach different levels of complexity of subject matter. I personally would hate to see the Foundation, in its conferences, reduce this level to a point where what we are talking about is equally understandable to all. I think this would be something wrong. Nevertheless, we do face a real problem because we must be sure that we have done everything possible to satisfy the wants of the Foundation membership. Furthermore, we must be sure that our program and our speakers successfully communicate their story to the membership. Perhaps the blame should be shared as much by us as by them . . .

—Richard F. Casey, Benton & Bowles, in the annual report of the Advertising Research Foundation.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Jack Paar's stormy exit from his television program, recorded in advance by NBC, demonstrated at least that the network knows a good show when it sees one.

•

Jack's resentment at censors of his dialog and the newspaper critics suggests once again that there are more people who can dish it out than can take it.

•

Pay tv is raising its ugly head in Canada, where broadcasters, advertisers and movie exhibitors are awaiting the public verdict with something akin to trepidation.

•

"Buy a home first," urges Celotex in behalf of the building industry, which has to compete with all those alluring travel and recreation ads which try to get people to leave home just as often as possible.

•

The compact car is doing so well in comparison with conventional models that Sylvia Porter is now predicting that Detroit's next move will be in the direction of a small small-car.

•

Who would have thought that ethical drug manufacturers would be criticized for unethical practices because of their advertising addressed to the doctors who write the prescriptions?

•

The NAEA is conducting a contest for a slogan for the ABC to remind advertisers that no matter how big the print audience, there's still a circulation figure to look at.

•

"Orlon and Dacron are trademarks, too!" exclaims Du Pont, which recalls sadly that once upon a time there was also a trademark called cellophane.

•

"Should marketing men take part in politics?" asks a current magazine article.

The answer may be, take part or be taken apart.

•

A congressman has introduced a bill confirming the right of advertisers to discuss public policy in their copy.

Only the Internal Revenue Service is likely to disagree.

•

"Can your local government supply enough water?" asks *American City*.

If and when it can't, the wets and drys will have an issue they can agree on.

•

It seems that Billy Cannon turned pro even before he played his last collegiate football game for L.S.U.

Maybe it was the money in his hip pocket that slowed him down to a walk on New Year's Day.

COPY CUB.

The Philadelphia Inquirer reaches 739,000 adult male readers

...the biggest male audience of any Philadelphia daily!

Throughout Delaware Valley, U.S.A., more men read The Inquirer than any other daily.* Consider the suburbs where 65% of the automotive sales are made. There, The Inquirer gives you 33% more male readers than the other leading newspaper.

Important point: If you're missing The Inquirer, you're missing 483,000 of its male readers who do *not* read the other major daily. You're missing 483,000 opportunities to sell men.

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

Media Records Top 25 News

TOTAL ADVE

(Six and Sev

YEAR—1955	LINES
1. Los Angeles Times	59,788,874
2. Milwaukee Journal	54,456,955
3. Chicago Tribune	52,486,090
4. New York Times	49,537,354
5. Miami Herald	48,997,556
6. Cleveland Plain Dealer	46,626,412
7. Washington Star	46,082,505
8. Houston Chronicle	42,679,219
9. Baltimore Sun	41,286,137
10. Detroit News	40,783,602
11. Philadelphia Inquirer	39,244,247
12. Minneapolis Star & Tribune	39,049,137
13. New Orleans Times-Pic. & States	38,737,960
14. St. Louis Post-Dispatch	38,578,947
15. Dallas Times-Herald	38,277,889
16. Akron Beacon-Journal	37,726,020
17. Cincinnati Enquirer	37,542,828
18. Washington Post	37,352,054
19. New York News	36,328,360
20. Atlanta Journal & Const.	35,532,877
21. Dallas News	34,901,752
22. Los Angeles Examiner	34,472,237
23. Memphis Commercial Appeal	33,959,573
24. Denver Post	33,873,331
25. Columbus Dispatch	33,865,471

YEAR—1956	LINES
1. Los Angeles Times	66,295,285
2. Milwaukee Journal	58,132,817
3. Chicago Tribune	55,287,527
4. Miami Herald	54,210,531
5. New York Times	54,060,574
6. Cleveland Plain Dealer	46,075,535
7. Washington Star	45,411,969
8. Houston Chronicle	44,756,817
9. Baltimore Sun	43,947,442
10. Detroit News	43,554,089
11. New Orleans Times-Pic. & States	40,830,801
12. Cincinnati Enquirer	40,826,237
13. Minneapolis Star & Tribune	39,930,562
14. St. Louis Post-Dispatch	39,489,391
15. Akron Beacon-Journal	39,463,061
16. Philadelphia Inquirer	39,291,237
17. Washington Post	39,041,540
18. Atlanta Journal & Const.	37,503,379
19. New York News	37,309,052
20. Dallas Times-Herald	36,579,910
21. Los Angeles Examiner	36,288,275
22. Columbus Dispatch	35,462,478
23. Denver Post	35,004,452
24. Dayton News	34,819,386
25. Newark News	34,442,240

YE
1. Los Angeles Times
2. Miami Herald
3. Milwaukee Journal
4. New York Times
5. Chicago Tribune
6. Cleveland Plain Deale
7. Baltimore Sun
8. Washington Star
9. Houston Chronicle
10. New Orleans Times -
11. Detroit News
12. Cincinnati Enquirer
13. Akron Beacon-Journa
14. Minneapolis Star & T
15. St. Louis Post-Dispatc
16. Washington Post
17. New York News
18. Philadelphia Inquirer
19. Atlanta Journal & Co
20. Columbus Dispatch
21. Denver Post
22. Los Angeles Examine
23. Dallas Times-Herald
24. St. Petersburg Times
25. Phoenix Republic

apers During The Past 5 Years

TISING LINAGE

y Newspapers)

57	LINES
	67,042,093
	55,462,730
	55,415,155
	52,334,513
	51,989,763
	47,457,623
	43,358,531
	43,146,467
	42,710,266
tates	41,940,000
	41,018,039
	40,535,508
	39,604,858
	38,838,501
	38,575,253
	38,275,884
	37,694,287
	37,100,359
	36,604,882
	35,539,255
	34,328,153
	34,151,524
	34,077,106
	33,672,157
	33,360,970

YEAR—1958	LINES
1. Los Angeles Times	65,378,199
2. Miami Herald	56,037,633
3. Milwaukee Journal	50,974,383
4. New York Times	50,655,463
5. Chicago Tribune	50,080,535
6. Cleveland Plain Dealer	43,928,270
7. Washington Star	41,798,927
8. New Orleans Times-Pic.	41,191,750
9. Houston Chronicle	40,473,646
10. Baltimore Sun	39,956,386
11. Cincinnati Enquirer	39,316,398
12. Washington Post	38,757,290
13. Minneapolis Star & Tribune	38,478,556
14. St. Louis Post-Dispatch	36,949,715
15. Akron Beacon-Journal	36,949,067
16. Detroit News	36,727,834
17. New York News	36,005,993
18. Atlanta Journal & Const.	35,911,736
19. Phoenix Republic	34,675,824
20. Columbus Dispatch	34,487,836
21. St. Petersburg Times	34,474,525
22. Denver Post	33,881,863
23. Dallas Times-Herald	33,523,314
24. Philadelphia Inquirer	33,114,737
25. Tampa Tribune	32,945,318

YEAR—1959	LINES
1. Los Angeles Times	78,690,743
2. Miami Herald	60,267,704
3. New York Times	60,056,995
4. Chicago Tribune	56,237,322
5. Milwaukee Journal	55,689,107
6. Cleveland Plain Dealer	47,589,274
7. Washington Post	44,491,452
8. Washington Star	44,270,559
9. New Orleans Times-Pic.	43,745,555
10. Cincinnati Enquirer	42,328,964
11. St. Louis Post-Dispatch	41,624,610
12. Houston Chronicle	41,569,592
13. Minneapolis Star & Tribune	41,341,343
14. Baltimore Sun	41,006,362
15. Detroit News	40,395,532
16. Akron Beacon Journal	39,754,666
17. Phoenix Republic	39,551,328
18. Philadelphia Inquirer	39,524,086
19. Atlanta Journal & Const.	39,078,285
20. New York News	39,058,747
21. St. Petersburg Times	36,498,151
22. Columbus Dispatch	36,171,940
23. Denver Post	36,167,202
24. Dallas Times-Herald	35,892,071
25. Norfolk Virginia Pilot & Portsmouth Star	34,850,694

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

F&S&R Names Harmon; Adds Cushman & Denison

Jeremiah C. Harmon, formerly copy group head at Fletcher Richards, Calkins & Holden, New York, has joined Fuller & Smith & Ross, Cleveland, as creative director.

F&S&R, New York, has been named to handle advertising for Cushman & Denison Mfg., Carlstadt, N.J., maker of Flo-master pens and inks, Cado markers and Ken control systems. Knox, Kornfeld & Smith, New York, formerly handled the account.

'Newsweek' Names Woodeson in Geneva, Campbell on Coast

Keith Woodeson, formerly with *Holiday* in Boston and New York, is going to Europe for *Newsweek* to open a new sales office in Geneva, covering Switzerland and Italy for the international editions.

Newsweek also has named Robert D. Campbell, Los Angeles manager, to the additional duties of Pacific Coast manager, a new post.

Now! Here! Soon! Paper Money Will Buy Paper Suits

PHILADELPHIA, Feb. 16—A young man in the throes of love rips the collar off his suit jacket and pens a lyric poem.

A physicist, trapped on a stalled subway when the inspiration of his life hits him, claws off his shirt and jots down the equation that solves the nature of gravity.

Junior comes scuffing in from the football field with muddy clothing. Mom simply removes the clothes, drops them in the trash can instead of the washer.

How come all this? Because they're all wearing paper clothing, that's how come.

■ This may seem farfetched right now, but if experiments work out for Scott Paper Co. and John B. Stetson Co., it may be pretty old hat some day.

Stetson announced here last week at its annual meeting that the two companies are presently working on the possibility of making disposable clothing out of paper, using Scott's new DuraWeve product. At present, they envision only industrial and institutional clothing, such as aprons or overalls, but dreamers can see all kinds of versatile uses for the clothing.

Like what? Like pajamas with the full text of a murder mystery printed on it, for people who like to read in bed. Or hats with commuter tickets printed on them; the conductor just punches the hat as he passes on the aisle, etc., etc., etc. #

Official Films Names Reed President, Lerner Chairman

Official Films, New York tv film distributor and producer, has promoted Seymour Reed, exec vp and treasurer, to president, replacing Harold L. Hackett, who has resigned as president and chairman of the company. Louis C. Lerner replaced Mr. Hackett as chairman.

Seymour Reed

Louis Lerner

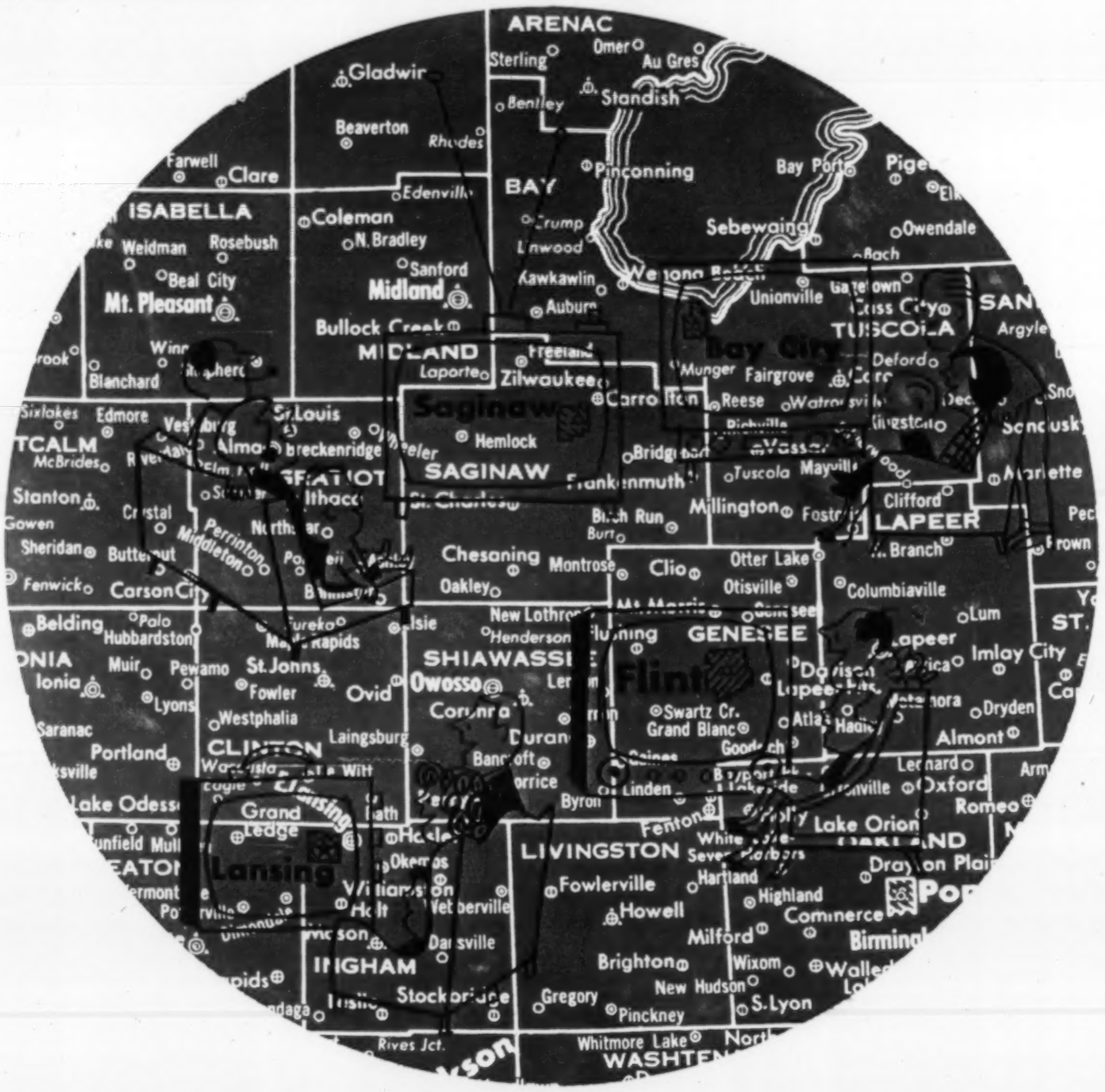
Leonard I. Schreiber was appointed vp, and Stanley Mitchell, treasurer.

'SEP' Appoints Three

The Saturday Evening Post has named John S. Connors and John G. Alexander Jr. to its New York ad sales staff. Mr. Connors formerly was with *The American Weekly*. Mr. Alexander previously was a *Post* trade relations representative. Chester L. Riedeman, formerly with *National Geographic Magazine* and *Holiday*, has joined the *Post* as a sales representative in Chicago.

Bates Names Four

Robert H. Higgons, formerly with Ogilvy, Benson & Mather, has joined Ted Bates & Co., New York, as an account executive. Bates also has named Joe Dine, formerly head of his own public relations company, to the press department and Gene Ruggiero, previously a film editor at M-G-M, to the radio-tv department. Allen D. Patterson, an account executive, has been elected a Bates vp.



Now, you can reach every viewing man, woman and child in Michigan's other big market with one single-station buy! (Grade "A" signal or better, too!)

WJRT
Channel 12—Flint
PRIMARY abc AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC. • New York • Chicago • Detroit • Boston • San Francisco • Atlanta

ORVM TV ES PETRVS

© TCP CO.

Inside St. Peter's Basilica, a recent Holiday photo by Arnold Newman

YOU GO THROUGH A THOUSAND LOCKED DOORS

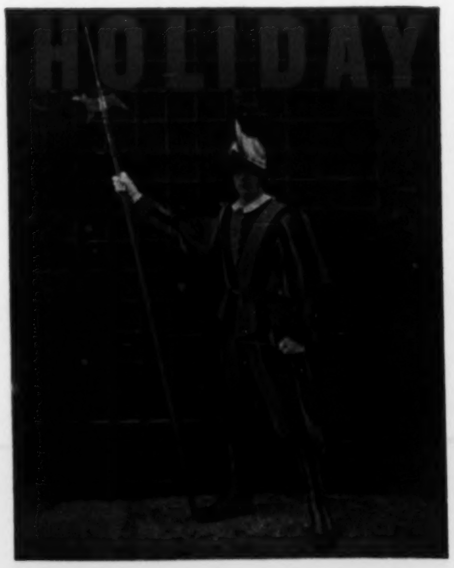
It's only one-seventh the size of Central Park, but within the guarded walls are the nerve centers of a global religion—and the world's richest storehouse of art. When Holiday took you to the Vatican, you were free to roam its innermost reaches. Doors opened for your gifted guides, novelist Aubrey Menen and photographer Arnold Newman.

The rare view is habitual with Holiday. Open any issue and you're likely to find yourself exploring an African throne room, visiting a famous family at home, sharing some exotic hideaway with the international set.

Imagine the effect on Holiday's 900,000 families. Their avid appetites are whetted for new places, new experiences, new things to enjoy. And luckily, they can afford to indulge many of their whims.

Isn't this, perhaps, why advertisers find Holiday such a rewarding place to be?

***There's a rewarding new world for you in* HOLIDAY**



SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

Sales and Earnings of Meat Packers During the Past Three Years

Companies	Total Sales 1959	Total Sales 1958	Total Sales 1957	Total Net Earnings 1959	Total Net Earnings 1958	Total Net Earnings 1957	Earnings - Sales Ratio 1959	Earnings - Sales Ratio 1958	Earnings - Sales Ratio 1957
	(Thousands of Dollars)								
Armour and Co.	$1,869,801	$1,850,439	$1,935,743	$14,067	$ 5,560	$ 3,370	.8%	.3%	.2%
Cudahy Packing Co.	354,152	369,017	340,133	2,640	2,671	2,066	.7	.7	.6
Geo. A. Hormel & Co.	401,723	373,181	347,989	5,839	3,000	3,315	1.5	.8	1.0
Hygrade Food Product Corp.	414,216	411,465	380,877	2,711	1,888	1,358	.7	.5	.4
Oscar Mayer & Co.	260,222	260,234	246,255	6,275	4,073	4,121	2.4	1.6	1.7
John Morrell & Co.	436,315	401,685	394,356	6,143	2,313	507	1.4	.6	.1
Rath Packing Co.[1]	273,850	301,471	289,238	1,750	1,094	1,277	.6	.4	.4
Stahl-Meyer Inc.	22,426	22,264	19,974	77	(19)	(23)	.3	—.1	—.1
Swift & Co.	2,475,494	2,645,389	2,542,238	19,068	10,048	13,538	.8	.4	.5
Tobin Packing Co.	76,256	78,317	68,517	1,647	1,619	1,512	2.2	2.1	2.2
Wilson & Co.	655,516	683,671	640,989	9,565	7,761	5,708	1.5	1.1	.9
Total 11 Companies	$7,239,971	$7,397,133	$7,206,309	$69,782	$40,008	$36,749	1.0	.5	.5

[1] 1959 figures are for 11 months as fiscal year was changed to end on Sept. 30 instead of Oct. 31.

—*Prepared by Department of Marketing, American Meat Institute*

Don't make the same mistake twice

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II . . . today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

Associated TV Buys Wrather-Loeb British TV Company

NEW YORK, Feb. 16—Associated TeleVision Ltd., London, already the owner of 50% interest in Independent Television Corp., will purchase the remaining 50%, it was announced here last week.

Associated TeleVision is one of the leading program contractors in British television. Its acquisition of ITC will mark the first time a British company has gained control of an American tv program packager.

ATV will be buying the ITC shares owned by Jack Wrather and John L. Loeb. Independent Television Corp. was formed in July, 1958, by the Wrather-Loeb interests and ATV. Television Programs of America was acquired in October, 1958.

■ ITC is currently selling 18 tv programs in 43 countries. Among its properties are "Four Just Men," "Interpol Calling," "Fury," "The Gale Storm Show," "Sgt. Preston of the Yukon" and "Brave Stallion."

It also distributes "Lassie," which is produced by the Jack Wrather organization.

Michael Nidorf, who has been ATV's U. S. representative, will become board chairman of ITC. Walter Kingsley will continue as president. Leslie Harris, who left CBS Films to join ITC in London, will be in charge of international production. Britons who will be on the ITC board include Prince Littler, J. A. L. Drummond, Val Parnell and Lew Grade. #

Mosler Names Lesmez

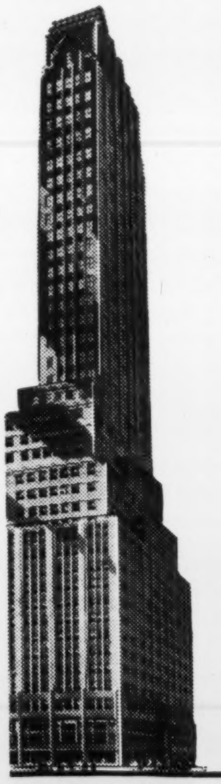
Eugene W. Lesmez has been appointed manager of the new department created to direct advertising, sales promotion and public relations of Mosler Internacional, subsidiary of Mosler Safe Co. Mr. Lesmez will be responsible for expanding the international marketing programs of Mosler. Prior to joining the safe company, he was sales promotion manager of the overseas division of Continental Can.

Tracy-Locke Names 3 VPs

Tracy-Locke Co., Dallas, has appointed William J. James exec vp, consumer products accounts; Frederick E. Rowe, vp, industrial and financial accounts, and Larry DuPont, vp, television and radio. Mr. James, who joined Tracy-Locke in 1951, and Mr. Rowe, with the company since 1957, were formerly account executives. Mr. DuPont, formerly director of television and radio, joined Tracy-Locke in 1954.

Alsco Names E. P. Core

Edward P. Core has been appointed manager of advertising and sales promotion of Alsco Inc., Akron, O., manufacturer of aluminum building products. He formerly was director of field sales training for the Youngstown Kitchens division of American Standard Radiator Corp., Warren, O.



YOU'RE IN
GOOD COMPANY
AT
444
MADISON
The New Newsweek Building

TATHAM-LAIRD CO. is the most recent tenant to join an impressive roster that already includes: MacManus, John & Adams, Inc.; Hazard Advertising, Inc.; Wunderman, Ricotta & Kline; The Wexton Co., Inc.; Noyes & Sproul, Inc.; Standard Outdoor Advertising.

For full particulars on choice modern
space just made available for
your requirements, call or write:
Mr. Edward Rindfleisch
444 Madison Ave., New York
Tel.: MU 5-7000 Ext. 263

DMAA to Weigh Plan Hiking P.O. Costs, Service

NEW YORK, Feb. 16—A set of proposals that would add up to better postal service for direct mail, possibly at increased costs, were presented to the Hundred Million Club here last week by Robert DeLay, president of the Direct Mail Advertising Assn.

Mr. DeLay said the proposals—"some of which may make your hair curl"—were originally put forth at a closed meeting in Florida on Jan. 31 by Ted V. Bihler, business manager of the *Journal of Commerce* and former DMAA board chairman.

Among nine proposals advanced by Mr. Bihler, said Mr. DeLay, were these three: That rate differentials be established for specially printed envelopes; that zone numbers be included by mailers on third class mail in 100 cities, and elimination of cancelation procedures and the application of funds thus saved to the extension of postal mechanization.

■ It was believed that rate differentials and the inclusion of zone numbers would cause a furor among DMAA member companies.

Mr. DeLay made it clear he was not endorsing Mr. Bihler's suggestions, but he called them "probably the most realistic, forward-thinking" proposals made on postal policy. He said he was prepared to submit them to the DMAA board for consideration.

■ Mr. DeLay added:

"Some of these suggestions may make your hair curl. They did mine. But after spending many hours discussing their merits, I'm convinced that there is sufficient practical suggestion to lay this program before DMAA's board of governors.

"I expect mixed and violent reactions on the part of some. It is difficult, after all, to be discriminatory. I do think it is time that we try to work 'with the postal system instead of opposing their every plan.' We must accept common sense and work toward their doing the same."

■ He listed Mr. Bihler's other suggestions as follows:

- "National, regular and automatic air-lift of mail beyond 300 miles.
- "Establishment of special rates for special services.
- "Pay raises for postal employes.
- "Wiping out archaic clerical operations in the postal department.
- "Setting up a two-way postal college, where both mailers and mail handlers may learn each others' problems.
- "Redefining of the Post Office Department's public service functions and the appropriation of a realistic sum to cover them." #

AFA Gives Public Ad Facts

The bureau of education of the Advertising Federation of America has published a kit on facts concerning advertising for the public to be distributed through 18 national ad associations and professional groups and 133 ad clubs affiliated with the AFA.

GAVEL PASSING—*Dan Bonfigli (right), art director, Guild, Bascom & Bonfigli, outgoing president of the Art Directors' & Artists' Club of San Francisco, passes giant gavel to the new president, Wayne Mayfield, art director, L. C. Cole Co.*

Ad Specialties Becoming Major Medium, 'AR' Says

CHICAGO, Feb. 16—Advertisers are "turning with increased interest and skill" to specialty advertising, the March issue of *Advertising Requirements* reports.

The article, by Robert B. Konikow, *AR* managing editor, suggests "admen and advertising agency executives . . . become familiar with the elements of specialty advertising, for if this medium continues along the road it has entered, it will soon be necessary to consider it a major medium, part of any integrated campaign developed for a marketing program."

The article defines specialty advertising as offering "an item of some utility to the recipient which is presented, without commitment or obligation, to customers and prospects."

■ Specialty advertising, historically, has been the strongest tool of the small, local advertiser, the article notes, adding that in recent years national advertisers have increased their use of it, "either directly or by including specialties in dealer programs. This is leading to larger orders and to the entrance of advertising agencies into the purchasing pattern."

Mr. Konikow says a "new kind of salesman is beginning to emerge. This is a man who can think of a campaign as a whole, and how specialty advertising can increase the effectiveness of a sales promotion program," he says.

This "new kind of salesman" is reducing direct factory contact, the article notes, because "he is capable of sitting down with an advertising executive who has a promotion problem and of coming up with suggestions on the use of specialties. He is aware of sources. He is imaginative and creative. He is rare." #

AIA Sets Ad Competition

The Assn. of Industrial Advertisers, New York, is holding its annual competition for the best ten industrial ads of 1959. Closing date is March 31, with winners to be announced at the AIA's annual June conference in Washington.

Glasgow to Rose-Martin

Bernard Glasgow, formerly with Philip I. Ross Co., New York, has joined Rose-Martin, New York, as art director, succeeding Alex Kenne, who has resigned.

RKO General Names Martin Stations S.M.; Boosts Winkler

Paul H. Martin, previously general sales manager of KHJ, Los Angeles, has been named national sales manager of RKO General Stations KHJ; KFRC, San Francisco; and WHBQ, Memphis, and will make his headquarters in New York. H-R Representatives will continue to handle KHJ and KFRC nationally, and Robert E. Eastman & Co. will remain national representative for WHBQ.

Patrick J. Winkler has been named to the new post of vp in charge of standards and practices at RKO General. He also will retain his post as assistant to the president.

Horn Promotes Grimm

A. C. Horn Co., San Francisco, a division of Sun Chemical Corp., has promoted Clinton B. Grimm to sales promotion and advertising manager, succeeding Robert T. Flynn, who was promoted to sales manager.

HM

Unsubsidized and undominated, we are a corporation consisting only of those actively engaged in the achievement of elegance in photoengraved reproduction. Hutchings & Melville, Inc. Custom Photoengravers, 4043 No. Ravenswood, Chicago 13, Ill. Specializing in modern pre-correction correlative to powderless etching of copper originals.

Say, have you heard the latest about Pittsburgh?

The Post-Gazette Set An All-Time High in Total Advertising Again in 1959

Yes, advertisers placed more advertising in the Post-Gazette during 1959 than in any year previously. And this marks the seventh year out of the past nine that an all-time high was reached.

There's a simple explanation behind the Post-Gazette's continuing advertising gains. More advertisers every year are discovering that the Post-Gazette's home delivered circulation and high readership are the keys to more sales in the nation's eighth market.

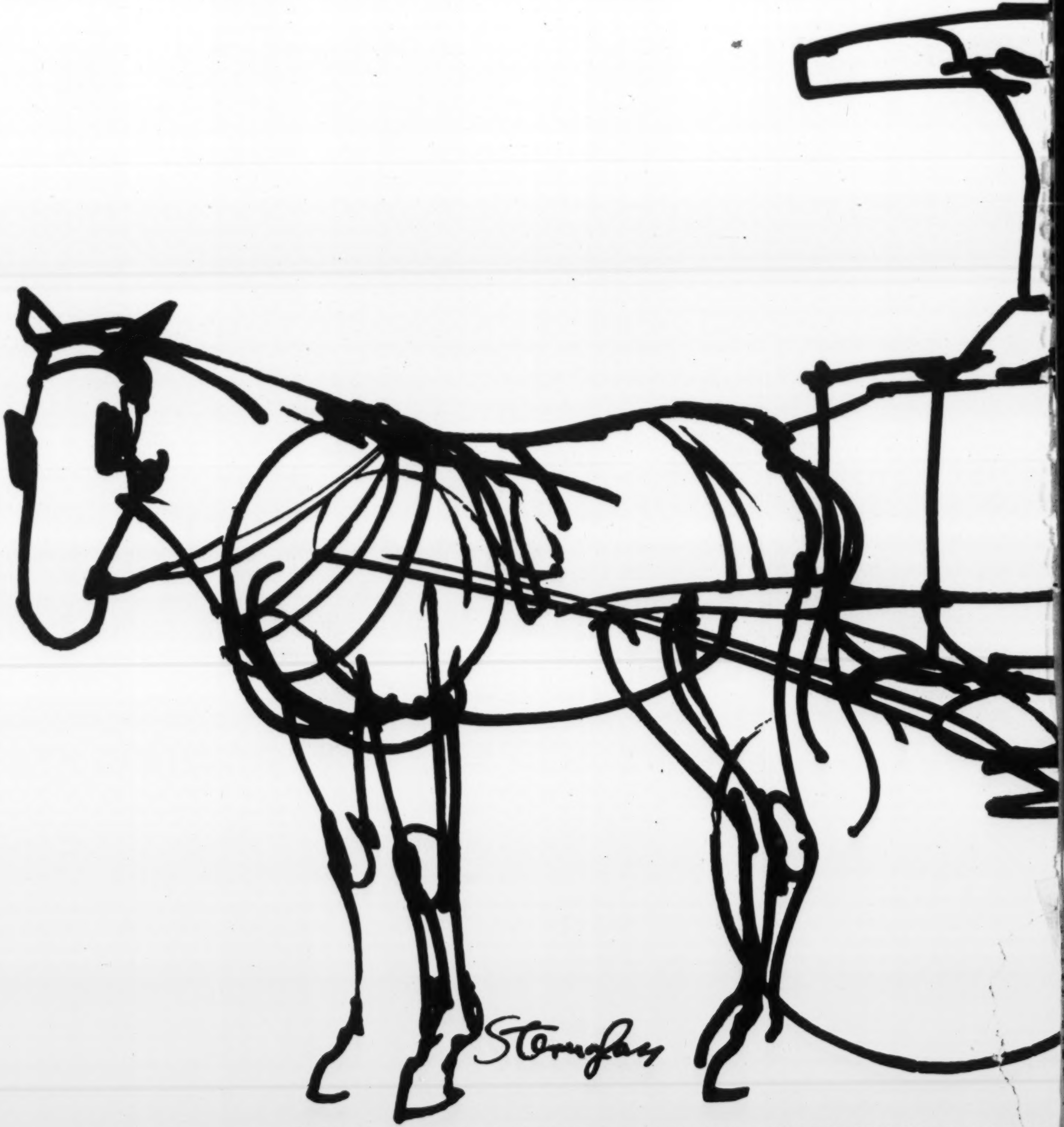
Fastest-growing Newspaper in America's Eighth Market

PITTSBURGH POST-GAZETTE

Represented Nationally by Moloney, Regan and Schmitt

In the beginning

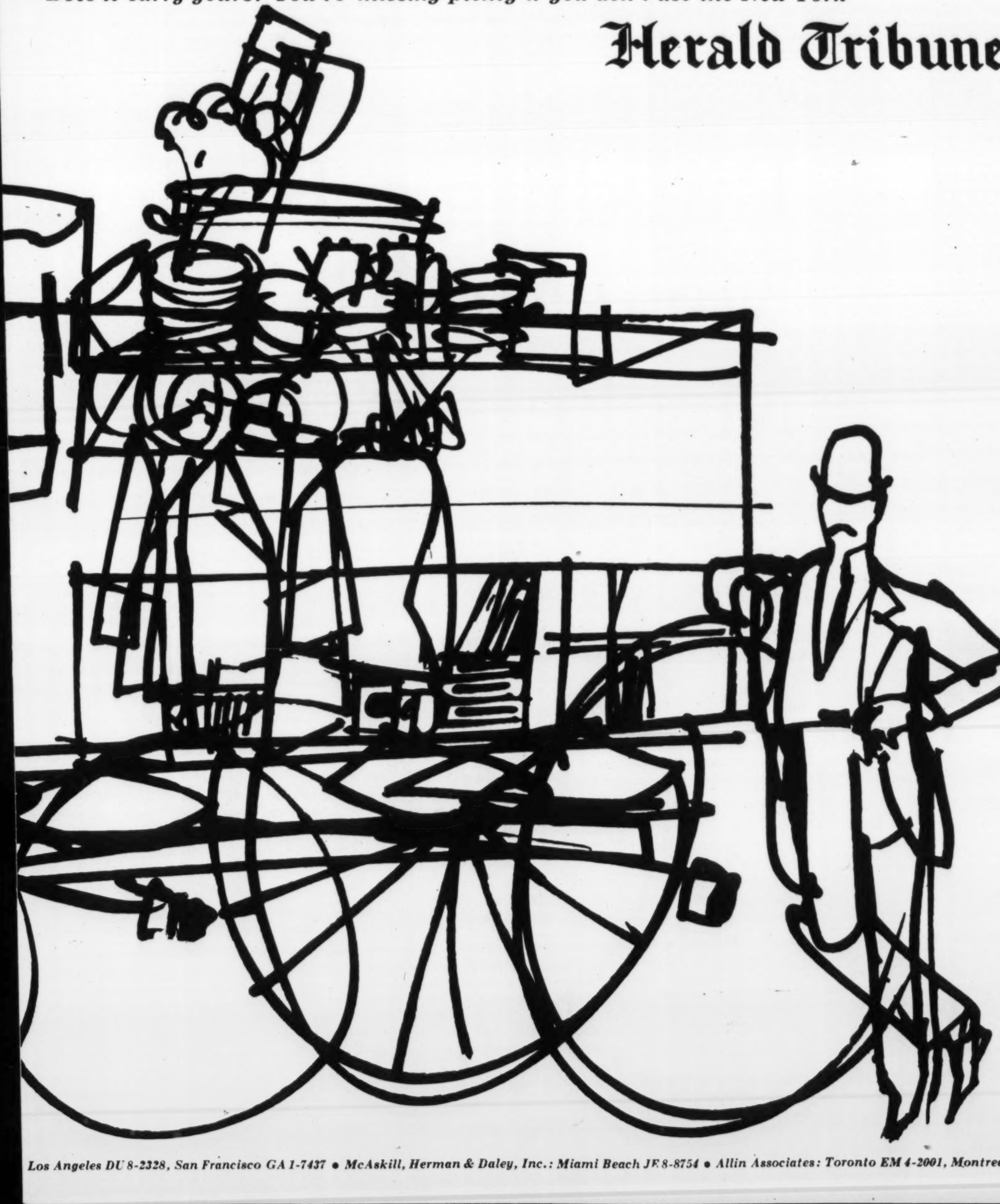
Behold...a rolling store, a four-wheel Shopping Center. How retailing has grown since! This year alone, we'll buy 19,000 miles of shoes (lined up heel-to-toe) in the New York Area. Our women will buy 17 million dresses (and still complain they've nothing to wear). Appliances? We'll buy enough new washing machines this year to take care of every family in Cleveland. Food? It takes 10 million hens (working full time) to "egg" the New York Area. Our grocery shelves would stretch 75,000 miles—three times around the equator. Quite clearly no one can portray the immensity of New York Area retailing (330 sales are made here every time



the Second of a series

Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491 • Doyle & Hawley *your heart beats!). But what we can make clear is the most effective way to sell the New York Area. It's the Herald Tribune—"the market without waste". Of all papers, the Trib now delivers the highest percentage of New York families with $7,000-and-more incomes—a core-market larger than the metropolitan areas of Syracuse, Richmond and Des Moines combined. Fact is, no paper but the Trib delivers such a preferred portion of the New York families you most easily sell at a profit. That's why the Trib carries the 4th largest volume of general advertising of all U. S. newspapers. Does it carry yours? You're missing plenty if you don't use the New York*

Herald Tribune



Los Angeles DU 8-2328, San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 8-8754 • Allin Associates: Toronto EM 4-2001, Montreal VI 5-6898

Israeli Radio Station to Start Commercial Broadcasting April 1

TEL AVIV, Feb. 16—A new Middle Eastern advertising medium is scheduled to appear April 1, when Kol Israel, the state-operated radio station, plans to inaugurate sponsored broadcasting.

There is no commercial broadcasting in the Middle East or in eastern Europe, so the experiment will be watched with considerable interest. At present Kol Israel, which broadcasts in half a dozen languages, accepts announcements of events, such as exhibits and concerts, on a semi-commercial basis as a public service, but no product advertising is permitted.

Rates and details have not yet been decided upon, but present plans call for sponsorship of two hours in the afternoon and two in the evening, with sponsors buying half hours. Commercial time may be limited to one-minute announcements, and the rate most frequently mentioned is 1,500 Israeli pounds, or about $700.

■ Israel now has a population approaching 2,000,000 and approximately 400,000 radios. About half the population speaks and reads Hebrew, and the remainder, principally recent immigrants, speak practically every known language. There are 22 dailies in 12 languages, the largest being *Maariv* with something like 70,000 daily circulation.

Total advertising is said to be running about 18,000,000 pounds ($8,300,000) and rising rapidly. Newspapers get about half of the total, with magazines, advertising films shown in movies, and outdoor accounting for most of the remainder. #

Larrabee Adds 3 Accounts

Larrabee Associates Advertising, Washington, has been named to handle advertising for Page Hughes Buick, Falls Church, Va.; Seminary Hill Estates, Arlington, Va., and Rose Construction Co., Washington.

Barnes Chase Moves Offices

Barnes Chase Co., San Diego, has moved to temporary quarters at 521 B St. to await completion of a permanent office now under construction.

WTRF-TV STORY BOARD

A young Texan shopping for a brassiere told the saleslady: "I want to buy my wife a brassiere she saw advertised on TV."

"PLAYTEX?" she asked. "I'd love to," he replied, "but I am double-parked."

Wheeling wtrf-TV

Most anyone can play cards but it takes a cannibal to really throw up a hand.

Wheeling wtrf-TV

There are 7,500 retail outlets in the rich and busy Wheeling wtrf-TV Market. The two million folks here spend, too; nearly two billion dollars in retail sales are rung up annually.

Upset because a mechanic had asked her for an 8" bastard file, the young clerk was attentive as the hardware store manager schooled her all about files.

Wheeling wtrf-TV

The next day, a farmer who didn't know too much about files, wanted to buy one. Proud of her new knowledge, the clerk explained, "This little bastard is 15¢, this bastard is 25¢, this bastard—etc."

The farmer looked at her in shocked amazement, pointed to another file and said, "How much is that S.O.B. over there?"

Wheeling wtrf-TV

Merchandising? WTRF-TV has a real sales booster plan they'd like to activate for you. Videotape? Oh yes, equipped for that, too. Ask Hollingbery to give you all the reasons why WTRF-TV is a good buy.

Wheeling wtrf-TV

Rich mink gave his lady friend a vicuna coat?

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

New Cleveland AIA Chapter Constitution Makes 4 Changes

The Cleveland chapter of the Assn. of Industrial Advertisers has approved a new constitution which changes the chapter name, and provides a new membership category, officer setup and dues structure. The chapter has again become the Industrial Marketers of Cleveland, but also provides for an official Cleveland chapter, AIA, for those who wish to continue in or join the national organization.

Officers of the IMC will serve as officers of the Cleveland chapter, AIA. In the local IMC, the associate membership category has been abolished, but in addition to active members, provision has been made for junior, professional educator, student, honorary and life memberships. Active members will pay local IMC dues of $35; if they desire to belong to the AIA, an additional $25 will be assessed and the IMC will contribute $10 toward AIA national dues.

Ulrich Bull Olson Patterson James

NEW OFFICERS—*The new president of the Art Directors Club of Chicago, Herbert Bull, exec art director, J. Walter Thompson Co.'s tv commercial department, looks over plans for the year with other new officers: Norm Ulrich, president, Norm Ulrich Studios, treasurer; Charlotte Olson, exec art director, Chicago Printed String Co., secretary; Robert Patterson, art director, McCann-Erickson, 2nd vp, and Hugh James, vp, graphic services, Fuller & Smith & Ross, 1st vp.*

Rubinstein Ltd. Moves to Brooks Advertising

Helena Rubinstein Ltd., Toronto, has moved its Canadian advertising account from MacLaren Advertising Co. to Brooks Advertising, Toronto, after 28 years with MacLaren. The bulk of Rubinstein's ad budget (expected to exceed $200,000 this year) will be placed between the end of summer and Christmas, 75% in print media, mainly newspapers.

Brooks also has reported that during the last six months it also was named to handle advertising for Bulova Watch Co. Ltd., Co-operative Wine Growers Assn. of South Africa Ltd., Lyons of London and United Investment Services Ltd.

Bireley's to Rosenbloom

Bireley's Inc., Chicago, has appointed Irving J. Rosenbloom & Associates as its national advertising agency. Young & Rubicam is the former agency.

MORE ADVERTISING ACTION IN **ARCHITECTURAL RECORD**

Building's Busiest Magazine Marketplace!

Architects and engineers have taken these actions recently as the result of advertising in Architectural Record✻

"New G. E. '27' range-oven to be used in 800 house projects due to advertisement; helped to sell builder on use thereof." **ARCHITECT—NORFOLK, VA.**

"Specified Tectum Roof Decking as an incombustible roof deck material; also as sidewall insulation for warehouse structure." **ENGINEER—CHINA LAKE, CALIF.**

"I am installing a Modernfold sound reduction type folding partition in an office building for Martin Co. at the test center here. I saw the ad in the June 1959 Architectural Record, when deciding how best to divide a conference room." **ENGINEER—COCOA BEACH, FLA.**

"We first tried Kentile as a result of advertising." **ARCHITECT—OKLAHOMA CITY, OKLA.**

"Advertisement of Halsey Taylor wall mount water cooler led me to specify installation of same because of simple mounting and attractiveness. Also dimensions and mounting height were included in advertisement." **ARCHITECT—BIRMINGHAM, ALA.**

"Specified American Standard toilet fixtures after seeing advertisement on 'Norwall' toilets, 'Sherrilyn' lavatory and 'Contour' tub." **ENGINEER—GARDEN GROVE, CALIF.**

"Wrote to Republic Steel regarding steel tubes for structural members." **ENGINEER—COLUMBUS, OHIO**

"Mosaic Tile Company and American Olean Tile Company advertisements led me to use tile facing on walls behind food counters." **ARCHITECT—NEW YORK, N. Y.**

"In a bowling lane building I specified an Armstrong acoustical ceiling which I noted in an advertisement in your magazine." **ARCHITECT—SPOKANE, WASH.**

"I have discussed Crane Company's wall hung flush tank water closet with a plumbing engineer and a contractor. Later specified for a residence." **ARCHITECT—CHICAGO, ILL.**

"On a job we are presently doing, I am specifying Mahon insulated ribbed wall (aluminum), using information obtained from them as the result of an ad in Architectural Record." **ENGINEER—HOUSTON, TEX.**

"Saw Wooster ad for thresholds, wrote to them for information; also contacted local agent." **ENGINEER—ST. LOUIS, MO.**

"Noted advertisement on 'Perma Cushion' gym floor system. Wrote manufacturer and included in current University of Nevada gym building." **ARCHITECT—LAS VEGAS, NEV.**

"An ad for Gibson 'Ortho 66' lighting fixtures in the January '59 issue interested me. I checked on it, contacted Gibson and recommended use of fixture in New Jersey school." **ENGINEER—N. J.**

"Specified Peelle Rolling Doors on last school job." **ARCHITECT—LEWISTON, IDAHO**

"Specified 'Romany-Spartan' tile as a result of an ad in the Record." **ARCHITECT—PASADENA, TEX.**

"The striking color ad on page 181 of "Record Houses of 1959" caused us to consider Micarta for a mural in an office building we are designing." **ARCHITECT—HIGH POINT, N. C.**

Note: ✻ A random selection from hundreds of signed statements on file at 119 West 40th Street, New York 18, N. Y.

Pharmaceuticals Buys on ABC-TV, Norelco on NBC-TV

Pharmaceuticals Inc., Newark, will sponsor "Ted Mack & the Original Amateur Hour" when it returns to television on ABC-TV, starting Monday, March 7 at 10:30 p.m., EST. The half-hour talent show replaces "Man with a Camera," which was dropped by General Electric Co., and Helene Curtis Industries. Pharmaceuticals' buy was made through Parkson Advertising Agency.

At NBC-TV, North American Philips Co. and American Motors Corp. will share sponsorship of 16 specials to be presented in "Journey to Understanding—Volume III." First of the series, which will include six hour and 10 half-hour shows, will cover the start of President Eisenhower's South American visit and Premier Khrushchev's tour of the Far East. The show will be aired Feb. 27 at 9:30 p.m., EST. North American's purchase, for its Norelco electric shavers, was made through C. J. LaRoche & Co. American Motors' buy was through Geyer, Morey, Madden & Ballard.

103 YEARS of PERFECT BLITZ
in thrifty Quarts, too!
PICK UP A SPARE
Blitz

SPARE—*This display is part of a new bowling ad theme by Blitz-Weinhard Co., Portland, Ore., for its beer. The theme will be carried out in tv, radio and outdoor.*

F&S&R Boosts Mathews; Dumont Retires on Coast

Fuller & Smith & Ross has promoted David Mathews to director of network programming-West Coast. He replaces Willson M. Tuttle, who died recently. Mr. Mathews, formerly in the agency's recently closed Beverly Hills office, will headquarter in the offices at 3325 Wilshire Blvd. with the staff of the former Stromberger, LaVene, McKenzie agency. In that office Harmon O. Nelson continues as vp and broadcast director-Los Angeles.

William F. Dumont has retired as vp and coordinator for West Coast activities of F&S&R. Mr. Dumont, who has been in advertising almost 45 years, will continue as an instructor in advertising for Golden Gate College's school of advertising, San Francisco.

Souvenir Magazine Planned

A souvenir magazine is planned for the Georgian Folk Ballet which starts its first U.S. tour March 20. The group of Russian dancers will perform in 22 cities. No house program will be provided other than the souvenir magazine. Sigmund Gottlober, director of National Theater & Concert Magazines, New York, has been appointed advertising representative.

Trendex to Abandon Pocket Pieces for Nightly Data Sheets

NEW YORK, Feb. 16—Save those old Trendex pocket pieces, they are now collectors' items.

As of this month, Trendex, which telephones viewers in approximately 30 cities to determine the relative popularity of network tv fare, will publish its rating data on 8½x11 sheets. There will be one sheet for each night of the week. The new report, unlike the compact little pocket piece booklets, will obviously be too bulky for carrying around in a coat pocket.

The revised format marks the shift of attention on the part of this research company to concentration on evening programming, and increased emphasis on qualitative factors.

In the future Trendex may publish separate daytime rating reports, if there is a demand for them —but they will not be available on a regular monthly basis.

■ Starting in October, the old pocket piece rating information and the qualitative data that has been included in the bi-monthly telelvision advertisers' report, as well as additional material, will be combined in a new service called the dimensionalized audience report. In the height of the fall-winter season, this will be offered on a monthly basis.

Besides ratings, sets-in-use and share of audience, this report will include such information as frequency of viewing, audience enthusiasm for a particular show or series, audience composition, sponsor identification, types of homes and program selectivity (that is who in the family chose the program).

There is a possibility that Trendex may take a summer hiatus from regular rating reports and concentrate the company's energies on preparing for the revised service. However, ratings will be compiled for the summer months as usual if there is a real demand for them, Trendex indicated. #

Reinhold Promotes Evans

William R. Evans Jr., *Progressive Architecture* sales representative in New York, has been appointed to the new post of assistant sales manager of the Reinhold publication.

HOW ARCHITECT AND ENGINEER SUBSCRIBERS ACT ON ADVERTISEMENTS

Percentage of respondents taking various types of action in response to advertisements in Architectural Record.*

1. Communicated with manufacturer	**50.0%**
2. Discussed product with associate	**47.7%**
3. Turned to Sweet's Catalog Files for more information	**45.1%**
4. Specified—or recommended use of—the product	**36.0%**
5. Tore out or filed advertisement—or otherwise took note of product for future use	**35.4%**
6. Communicated with dealer or distributor	**31.0%**
7. Gave time to a manufacturer's salesman who called	**30.0%**
Took no action	**9.9%**
Took one or more actions	**90.1%**

3 TYPES OF ACTION ON THE AVERAGE

Percentage of Respondents	Number of Types of Action
9.9%	0
16.5	1
18.8	2
24.8	3 (average)
12.1	4
9.5	5
4.8	6
3.6	7
100.0%	

*Based on Continuing Readership Research during 1959. For details, consult your Architectural Record representative.

For advertising action in 1960 **Architectural Record** is 5 Ways Your Best Buy

1. Largest architect and engineer paid circulation—documented by June 1959 ABC Publishers' Statements. (By far the highest renewal percentage—and the lowest cost per page per 1,000 architects and engineers, too!)

2. Top verifiable building market coverage—documented by *Dodge Reports*.

3. Preferred readership by architects—and engineers in building—documented by over 140 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

4. Editorial leadership in quantity and in quality—over 40 editorial awards, including 5 out of 6 awards to architectural magazines by The American Institute of Architects.

5. Year after year more building product manufacturers and their advertising agencies serve more architects and engineers with more pages of *advertised product information* in Architectural Record than in any other magazine. It's building's busiest magazine marketplace!

Architectural Record
F. W. DODGE CORPORATION

119 West 40th Street, New York 18, New York, OXford 5-3000

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene
PITTSBURGH, PENNSYLVANIA

Photo by Karsh

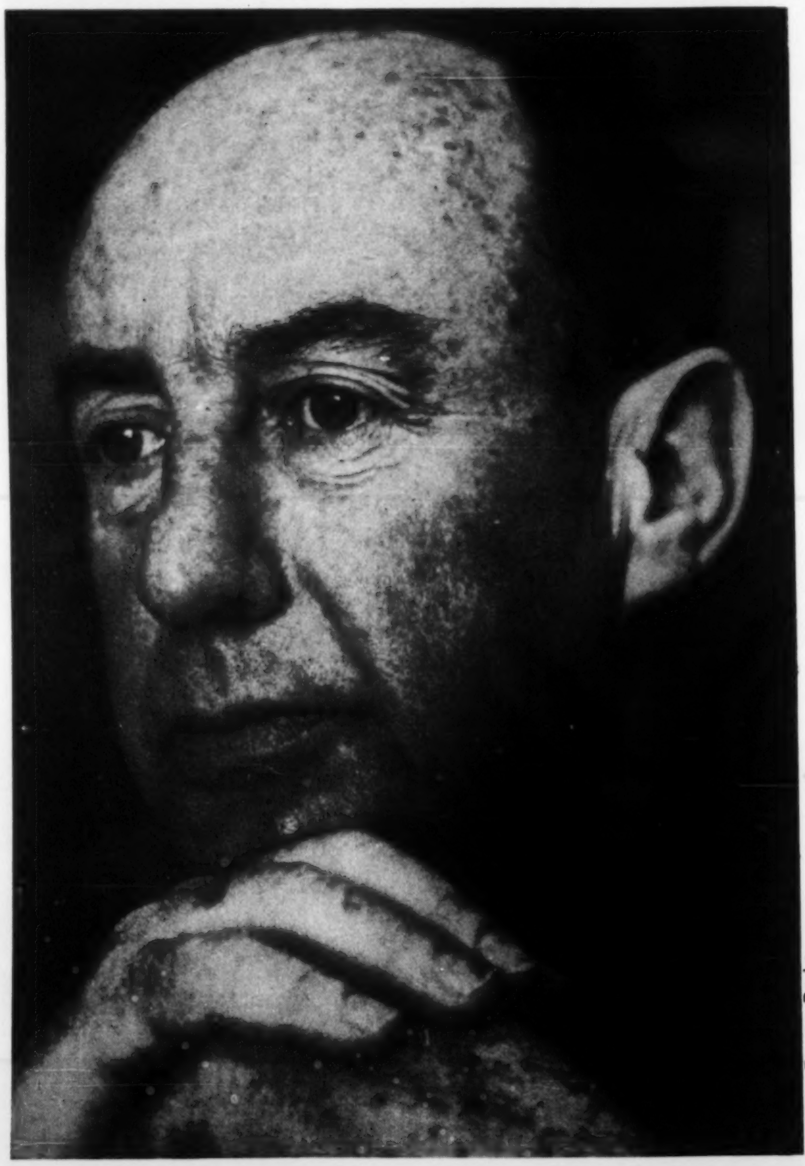


Photo by Ferenc Berko

in the March

A LETTER TO ADLAI

"...First, a creeping, all pervading, nerve-gas of immorality which starts in the nursery and does not stop before it reaches the highest offices both corporate and governmental. Two, a nervous restlessness, a hunger, a thirst, a yearning for something unknown..."

John

Two first impressions. Two reasons why, upon returning to his home in the United States after a prolonged stay in England, John Steinbeck felt compelled to write his friend Adlai Stevenson about the moral flabbiness of his people.

In this letter, published in the pages of the March Coronet, he decries the cynical immorality of a country that has too much and doesn't know how to handle its good fortune: the child who looks up from the Christmas gifts surrounding him to say, "Is that all?," the TV scandals, the political deals.

This great American writer, his pride in his country somewhat shaken, feels strongly that, by our very attitudes, "We are drawing catastrophe to ourselves." Our only hope, says Steinbeck, is to reexamine our system and try to raise our children as honorable citizens, secure in the knowledge that the highest rewards are for truth, not deceit.

CORONET OVER

Coronet . . .

FROM JOHN STEINBECK STEVENSON

Also in this issue is a dramatic example of the current improbity in our society of which Steinbeck writes. *Beware of Religion's Phony Pitchmen* is a warning to citizens approached by shady promoters in the name of a religious charity. In 1953, the year that the religious revival reached full bloom, New Yorkers gave $22,500,000 to con men using religion as a sales talk. Coronet offers five precautions which should be taken to stamp out these charlatans.

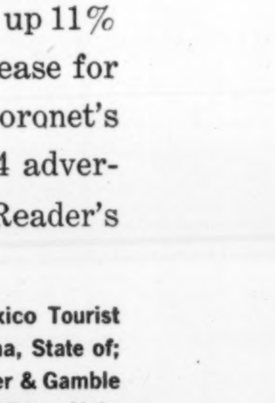
Continuing in its tradition of publishing picture stories of moving eloquence in each issue, this month Coronet presents two outstanding ten-page photographic features. *The Glory of Dawn* is a poetic tribute to the time of day which symbolizes the resurgence of hope, illuminating not only man's dwelling places, but his optimistic anticipation for the clear sky of a new day.

The World in the West is a new look at the Old West. For the discerning eye, the Western United States contains the faces of many other lands and other years. Stretching from the Rockies to the Pacific, the scenes shown could be the Holy Land, the Burgundy region of France, Britain, Italy's Apennines, and many more. But they are all right here—in the American West.

It seems to follow, in an editorial climate such as Coronet now provides, quality advertisers find an effective medium. 1959 ad pages were up 11% over 1958, followed by another 8% increase for the first quarter of '60. Contributing to Coronet's ad pages during this time were these 34 advertisers who wisely added Coronet to their Reader's Digest schedule:

Adolph's Ltd.; American Dairy Assn.; American Tel. & Tel. Co.; Armstrong Cork Co.; Beltone Hearing Aid Co.; Book-of-the-Month Club, Inc.; The Brearley Scale Co.; Canadian Government Travel Bureau; Chevrolet Motor Div., G. M. Corp.; Columbia Record Club; The Electric Storage Battery Co.; Esso Standard Oil; Famous Artists Schools, Inc.; General Development Corp.; General Foods Corp.; Hamilton Watch Co.; Hammond Organ Co.; S. C. Johnson & Son, Inc.; Knox Gelatine Co., Inc.; Lever Bros.; National Biscuit Co.; New Mexico Tourist Bureau; North Carolina, State of; Oral B Co.; The Procter & Gamble Co.; RCA-Victor Pop. Album Club; Ralston Purina Co.; Remington Rand; Revlon, Inc.; Savings & Loan Foundation; A. E. Staley Manufacturing; Stauffer Reducing, Inc.; Swift & Co.; Tampax, Inc.; Time, Inc.; Union Pacific R.R.; Virginia, State of; Warner-Lambert Pharm. Co.; Washington, State of; Whirlpool Corp.; World Book Encyclopedia and Zenith Radio Corp.

Note: This Steinbeck-Stevenson correspondence was originally printed in "Newsday," a Long Island, New York daily, on December 22, 1959. Coronet's editors felt its impact so strongly that, although this magazine rarely reprints material from other sources, they were impelled to give it the widespread circulation that only a national publication such as Coronet can offer.



12 MILLION READERS EVERY MONTH

Food Corporations Increased Ads 145% from '47 to '56

WASHINGTON, Feb. 16—Advertising expenditures by corporations in the food marketing field increased by 145% in a ten-year period between 1947 and 1956, according to a tabulation just completed by the Department of Agriculture.

Using Internal Revenue Service statistics as a source, the agriculture marketing service reported expenditures by roughly 30,000 manufacturers, wholesalers and retailers increased from $398,300,000 in 1947 to $976,200,000 in 1956.

The table showed the most rapid growth was for corporations engaged in food retailing. By 1956, these retail organizations were spending more than four times as much as retailers were spending in 1947, although they still represented only 17% of advertising by all corporations in the food field.

The Agriculture Department suggested the principal reason for the rapid rise in food advertising can be explained by increases in advertising rates and the introduction of new products. The sharp increases for retailing reflects, in part, an increase in the amount of food retailing which is conducted by corporations rather than partnerships or unincorporated stores.

▪ The text of the department's study, including the tabular material, is contained in a quarterly publication of the agricultural marketing service, "The Marketing & Transportation Situations," for January, 1960, which was just released. The study is by Roberta Lamb, agricultural economist.

The report covers only the advertising activity of corporations, and does not include expenditures by noncorporate businesses, trade associations, producers cooperatives or other noncorporate organizations. Another recent Agriculture Department report estimated that joint producer groups spend approximately $35,000,000 annually for advertising (AA, Feb. 1). Agriculture Department also estimates, from 1954 censuses of business and manufacturers, that noncorporate manufacturers make about 10% of the value of food and kindred products, noncorporate wholesalers about 41% of the value of wholesale food, and noncorporate retailers 55% of retail food sales.

▪ Agriculture Department's analysis of IRS material showed advertising expenditures of food manufacturers up during the period from $319,500,000 to $724,000,000; wholesalers from $37,300,000 to $84,800,000 and retailers from $41,500,000 to $164,700,000. The percentage of food advertising attributed to manufacturers dropped from 80% in 1947 to 74% in 1956. For wholesalers the percentage started at 9% in 1947, climbed to 12% in 1951, then receded to 9% in 1956. The portion accounted for by corporations in the retail food business increased from 11% (1947 through 1951) to 17% in 1956. During the same period there was an increase of about 70% in the number of retail organizations reporting in the IRS corporation statistics.

Agriculture Department said efforts were made to eliminate advertising expenditures for nonfood items, but that in many instances this was not possible because corporations often lump all advertising together for tax purposes without regard to the product involved.

Capitol Records Reorganizes Marketing Operations

Capitol Records, Los Angeles, has reorganized its marketing operations, dissolving its sales and merchandising division, and moving those functions to Capitol Records Distributing Corp. The latter will now be responsible for merchandising, promotion, advertising and display, with the parent company retaining market research and public relations functions.

In the move, J. K. Maitland, former vp of sales and merchandising of Capitol Records, becomes president of CRDC. The following will report to Mr. Maitland: William B. Tallant Jr., director of merchandising planning; Stephen H. Strohman, director of operations planning; Robert E. Camp, director of sales planning; Arthur D. Duncan, director of market planning. All department heads of CRDC's merchandising and advertising staff will report to Mr. Tallant.

Majer Slacks to Waters

Majer Co. has appointed Norman D. Waters & Associates, New York, to handle a new national advertising program on Majer slacks aimed at the quality market. Majer formerly advertised direct.

Getting Personal

Jack McCarthy, executive editor of *Catholic Digest* and longtime ad agency man, recovering from surgery . . . **Ed Cashin,** exec vp of BBDO, reappointed chairman of the ad division for New York's cancer crusade . . . **Bruce Barton,** BBDO chairman, renamed chairman of United Negro College Fund's annual appeal . . .

The family scene: A daughter, Elizabeth, their fifth child, born Feb. 8 to the **George Bristols.** Father is operations director of sales promotion and advertising for CBS-TV . . . A fourth daughter, Sarah Ann, born to the **Warren Bahrs.** Dad is associate media director at Y&R . . . To the **Bill Dansbachs** a first child, Paul Thomas. Bill's with Jann & Kelley . . .

A diamond lapel pin marking his 50th year as adman for the *Chicago Tribune* went to **Clyde Benham,** currently boss of mail order ads for the daily's Sunday magazine. Clyde joined the *Trib* in 1910, was national ad manager up to 1948 . . .

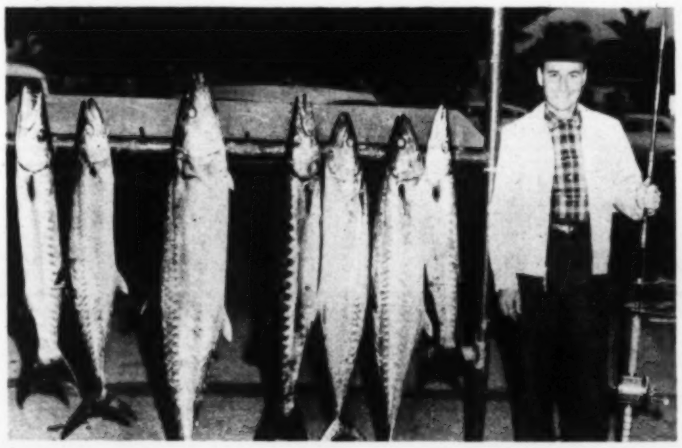
Bob Hillmer, art director for the Brady Co., ad agency in Appleton, Wis., held a one man watercolor show at the Lawrence College art center . . .

They also serve dept.: **John Hayes,** president of *Washington Post's* broadcast division, named chairman of national public relations advisory committee for United Community Funds & Councils of America . . .

Donn and Lee Colee, most recently with WLOF in Orlando, continuing their husband-wife combination as general manager and director of sales, respectively, at WTVH, Peoria . . .

Wedding rings: Cecilia Lynn Wescott and **John William Johnson Jr.** The groom's with Benton & Bowles . . . Nancy Ann Peper and **Bob McEwen.** Bob's at Y&R . . . Mrs. June Brown Smith, widow of a former American Airlines adman, to **John Watkins,** publisher of the *Providence Journal-Bulletin* . . .

Engagement rings: **Wilder Baker Jr.,** of Benton & Bowles, to Dorothy Walker . . .



BIG FISHERMAN—*Roy East, advertising director for Bryant Mfg. Co., Indianapolis, hauled in a record 50-pound kingfish (third from left), along with the others shown, at the Fort Lauderdale, Fla., Fishing Festival recently.*

Professorial admen: **Louis S. Benincasa,** advertising representative for *Redbook*, has been elected to the American Academy of Advertising, a professional organization for teachers in advertising. He's a lecturer in marketing and advertising at Pace college and St. John's university . . . **Don P. Nathanson,** president of North Advertising, Chicago, has just completed a 12-week seminar he conducted in agency practices and procedures at Columbia college of communications . . . Among the evening instructors at New York University are **Louis D. Glassman** of Lennen & Newell; **Roy W. Tillotson** art and design manager of Union Carbide Corp.; **Fred Messner** of G. M. Basford Co., and **William R. Duffy,** a senior art director at McCann-Erickson . . .

Peter Lusk, son of **Bob Lusk,** president of Benton & Bowles, New York, will be married this summer to Katherine Morrissy . . . **Buell W. Hudson,** publisher of *The Call*, Woonsocket, R. I., daily, has been named Man of the Year by the Woonsocket Kiwanis club . . . A daughter, their first, was born in January to **Eugene (Red) Mitchell,** merchandising manager of WEEI, Boston, and his wife Doreen . . .

Walter H. Annenberg, president of Triangle Publications and editor-publisher of the *Philadelphia Inquirer*, has been named a commander of the order of merit of the Italian Republic, the highest decoration given by the Italian government to a non-Italian . . .

Oliver G. Willets, chairman of the board of Campbell Soup Co., has been named national chairman of the United Community Campaigns of America for 1960 . . .

Col. Robert P. Keim (Air Force Reserve), of the Advertising Council, and co-owner of WADS, Ansonia, Conn., has been appointed commander of the 9215th Air Reserve Squadron . . . **William P. Wright Jr.,** vp of J. Walter Thompson Co., New York, has been elected a vp of the New York Board of Trade. He has been a director of the board since 1958 . . .

Dexter Merriam Keezer, vp of McGraw-Hill Publishing, has been elected to the board of trustees of Elmira college . . . **Harris Dunbar McKinney,** head of his own Philadelphia agency, has been appointed national board chairman for the alumni fund of the University of Michigan . . .

Paris bound are **Gene Duckwall,** vp at Foote, Cone & Belding, Los Angeles, and his wife, after Mr. Duckwall won KBIG, Catalina Island, Cal., contest for the best audience participation idea . . .

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN *for his Early Success*

And behind the cold statistics of the 61,957 net paid circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers
Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Franklin H. Blecher, with less than thirty years behind him, is this year's Browder J. Thompson Memorial Prize Award winner for his paper entitled "Design Principles for Single Loop Transistor Feedback Amplifiers," which appeared in the September 1957 issue of IRE TRANSACTIONS ON CIRCUIT THEORY. A hearty pat on the back to Mr. Blecher—of Bell Telephone Laboratories—for the IRE paper combining the best technical contribution and presentation written by a man under thirty.

THE BIG 3 ON 4

No wonder! **AXEL, CLANCY** and **BOZO** garner a 51% average share of the total homes* for the 4:30-5:55 p.m. time period. This is 72% more homes than their nearest competitor.

MOVE MERCHANDISE ON-THE-AIR AND OFF!

Not only do the BIG 3 consistently walk off with top ratings . . . they move merchandise on the store level through personal appearances.

*Nielsen, Dec., 1959

4 WCCO
MINNEAPOLIS ST. PAUL TELEVISION

FOR AVAILABILITIES CONTACT **WCCO** *TELEVISION SALES OR NEAREST PETERS, GRIFFIN, WOODWARD, INC. REP.*

Ever watch a newsstand being built?

To you, this is a supermarket in the making. To us, it's a spanking new newsstand. And for good reason: More than 3 million food shoppers across the nation check out with as many copies of TV GUIDE week in, week out, the year round. These single-copy buyers, paying the full cover price, pick up a healthy part of its 7,250,000 weekly guarantee. Makes a fellow thoughtful, doesn't it? Suggests that his supermarket products might be checked out as regularly and successfully if advertised in the largest selling weekly in magazine history.

Best-selling weekly magazine in America...circulation 7,250,000

TV GUIDE

People looking for ideas
the

Better Homes and Gardens

5,000,000 COPIES MONTHLY

look to family IDEA magazine

Better Homes and Gardens
The family IDEA magazine

A whole roomful of buying ideas here. That's BH&G all over — page after page!

Why do almost sixteen million men and women study Better Homes and Gardens so enthusiastically month after month? Because they're head over heels about BH&G's editorial doctrine which is simply: "Want to live better? *Here's how!*"

There's absolutely no place like Better Homes and Gardens for reaching people with an expansible interest in their homes and families. People with a conviction — ably abetted by the editors of Better Homes and Gardens — that the thing to do with ideas is to *try* them. If you'd like more people to try *your* products, talk to your Better Homes and Gardens representative — he's full of ideas, too! *Meredith of Des Moines ... America's biggest publisher of ideas for today's living and tomorrow's plans*

..where America shops for ideas that make sales

Wells Launches Record Push

Wells Mfg. Co., San Francisco, through its subsidiary, Wells Commercial Sales Co., has launched the largest national campaign in its history. As a starter, the company's cooking appliances will be advertised in five leading restaurant trade journals with spreads. Knollin Agency, San Francisco, handles the account.

Powers Appointed by Ward

Walter T. Powers has been named retail sales promotion manager, Montgomery Ward & Co. He has been advertising and sales promotion director of the May Co., Los Angeles, since 1954.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
YOUR NAME
Standard 20's
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

Gamble-Skogmo Sets '100th Anniversary' Push (65 Years Early)

MINNEAPOLIS, Feb. 16—B. C. Gamble, who with the late Phil Skogmo opened the first Gamble store in St. Cloud, Minn., 35 years ago, has decided to mark his company's anniversary with a special celebration.

Since there is nothing too special about a 35th anniversary, Mr. Gamble chose to spoof the occasion by making it a 100th anniversary—65 years in advance and "while we are still here to enjoy it."

Mr. Gamble, as chairman and president of Gamble-Skogmo, heads a sprawling organization of 2,304 Gamble owned and franchised stores, which carry a wide variety of merchandise and do a heavy mail order business.

■ The year-long merchandising event, featuring 100 different items made to be sold at special prices during the celebration, will start with a taped tv special March 10. This program, "Way Back in 1960," will be aired over a regional list of stations covering Gamble's marketing area of 20 midwestern states. About 70 stations will carry the Talent Associates production. Stars of the comedy revue are Herb Shriner, Jaye P. Morgan, Tom Poston and Dennis Day.

The commercials were taped in New York last week, with Duane A. Zimmerman, Batten, Barton, Durstine & Osborn producer, in charge. There will be three two-minute selling breaks. The first will feature small and medium-size products that are to be advertised in a three-page gatefold magazine ad. The second commercial will be devoted to freezer-refrigerator combinations, the third to a mail order catalog that is to be mailed to every home in each store's territory.

■ Newspaper ads will be run in advance to help build audiences for the tv show. Intra-company excitement has been boosted through personal appearances by Mr. Shriner at Gamble sales meetings.

The 100th anniversary special products also will be pushed in print advertising. Newspaper pages are expected to be scheduled in some cities. Magazine copy will run in regional editions of *Farm Journal, Ladies' Home Journal, Life, Look, Successful Farming* and *The Saturday Evening Post*. Radio announcements will be broadcast during March and during the fall phase of the drive.

The strategy for this campaign was mapped by Carl Raugust and Gus Younger, Gamble-Skogmo executives, and Minneapolis representatives of BBDO, agency for the account. #

ORC Unit Completes Pilot Study on Gasoline Audit

Market Dynamics Inc., Princeton, N.J., has completed a pilot study in the Indianapolis-Marion County market as a step toward the development of its previously announced National Gasoline Audit. The study turned up "significant differences" in gasoline brand preferences, as measured by a number of criteria.

For example: Men accounted for 90% of purchases for one major brand but only 69% for another brand; one brand got 26% of its sales from new cars, another 14%; one brand did 45% of its business in premium gas, another 23%. Market Dynamics, a subsidiary of Opinion Research Corp., plans to operate its audit initially in New York, Los Angeles, Chicago, Detroit, San Francisco and Philadelphia.

WILLIS S. BROWN JR., *formerly associate district manager of McGraw-Hill Publishing in Philadelphia, has been elevated to regional vp and district manager. He succeeds Robert F. Beard, who will retire on May 1. Mr. Beard joined McGraw-Hill in 1919.*

Sara Lee, Sears, Roebuck, Timex, Renault Buy Specials

Kitchens of Sara Lee and Sears, Roebuck & Co., Chicago, will co-sponsor a CBS-TV hour special, "The Arthur Godfrey Show," Friday, May 6, at 9 p.m., EST. Jackie Gleason will make a guest appearance on the show, which will be taped in Jamaica, B.W.I., New York and Boston. Cunningham & Walsh is the agency for both.

At ABC-TV, Timex, New York, (Doner & Peck) signed to back a Bertram Mills circus hour special March 31, at 7:30 p.m., EST. The show is currently being taped in London. Renault Inc., New York, (Kudner Agency) will sponsor "Invitation to Paris," an hour special starring Maurice Chevalier taped in Paris. It will be presented on ABC-TV April 27 at 10 p.m., EST.

Hill Joins Wayne Mfg. Co.

Frank S. Hill has been named advertising manager of Wayne Mfg. Co., Pomona, Cal., manufacturer of street and power sweepers. Mr. Hill succeeds Arthur Johnsen, whose future plans were not known. Mr. Hill previously was manager of advertising and sales promotion for American MARC, Inglewood, Cal.

Kingston Named by Borax

William H. Kingston has been appointed director of marketing research for the 20 Mule Team Products department of U.S. Borax & Chemical Corp. He was formerly associated with Campbell Soup Co. as manager of sales research.

Collins Joins Wentzel & Fluge

Al Collins has joined Wentzel & Fluge, Chicago, as assistant creative director and account executive. He formerly was vp and creative director of Gourfain & Loeff, Chicago.

Ad Must Get Support of Dealer Salesman, Siragusa Declares

CHICAGO, Feb. 16—The "self-service trend" in the durable goods field has been greatly exaggerated, Ross D. Siragusa Jr., vp of Admiral Corp., charged here last week.

"There is still the dealer salesman, the man between the ad and the sale," Mr. Siragusa said in a talk before the Sales-Marketing Executives Club of Chicago.

"What happens to an unrealistic consumer claim in advertising when it reaches this 'man-in-between?' It gives him ammunition to kill the sale initiated by the very same advertising."

Mr. Siragusa cited an example of a tv set campaign that failed to convince "the man in between the ad and the sale," so the salesman was able to switch the customer quite easily to other brands.

■ In discussing the controversy between the brand image and the hard sell schools of advertising, Mr. Siragusa said he felt that "great advertising must graduate from both schools."

"The business man who once considered the building of a brand image as hot air, now knows it means cold cash," he said.

Advertising "must upgrade the brand image and at the same time help dramatically to make the immediate sale. Mediocrity in advertising today too often masks its failings by claiming to do one or the other. There is little room for mediocrity in a fast moving growth industry," he said. #

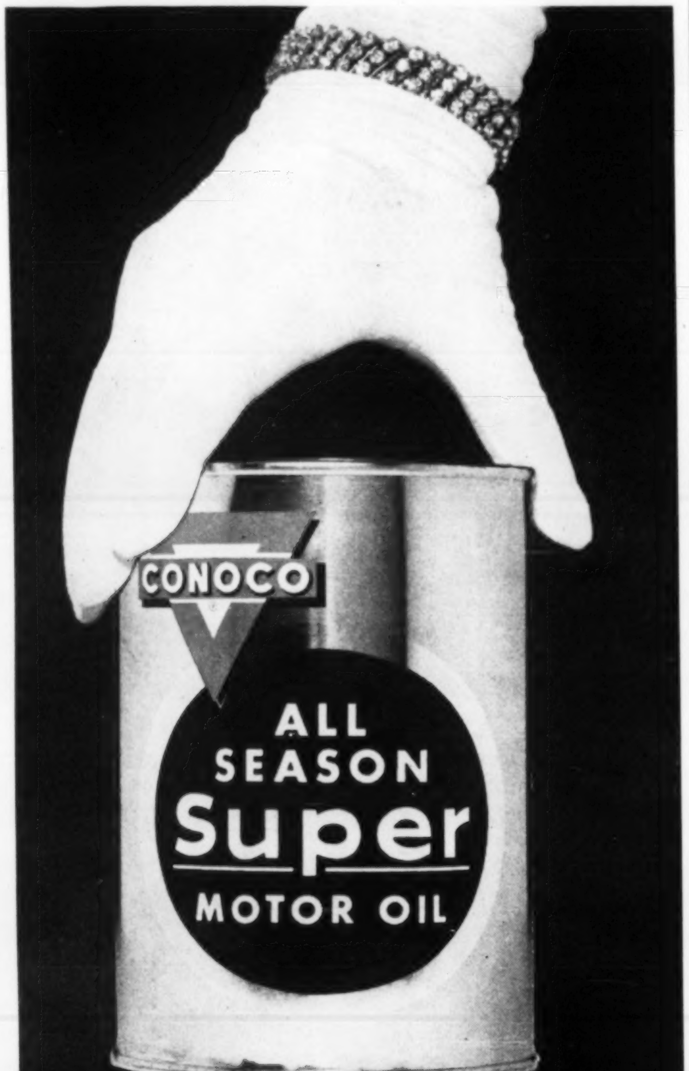
Ad Council 1959 Public Service Drives Top $180,000,000

Advertisers and media, cooperating with the Advertising Council in its public service campaigns, last year contributed a new record high in time and space, worth more than $180,000,000, Theodore S. Repplier, council president, has reported.

Mr. Repplier said: "In these days when broadcasting is being lambasted from every side, its critics should note that there has not been one single day for the past 18 years when broadcasting has failed to deliver vital messages in the public service."

Pittsburgh Names Car Cards

Car Cards Inc., Pittsburgh, has been named representative for the Pittsburgh Railways Co., succeeding WLM Promotions, Dayton, a subsidiary of Crosley Broadcasting Corp. In addition to Pittsburgh Railways, which operates 780 buses and trolleys, Car Cards represents 49 bus companies in the Pittsburgh area, plus two cab companies.

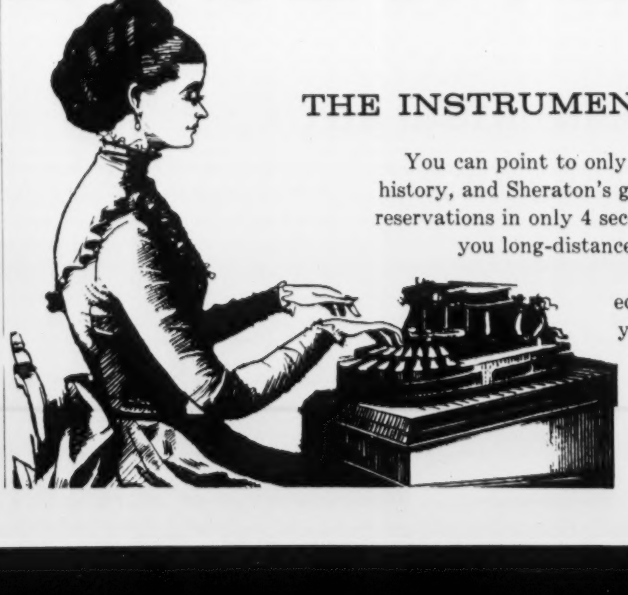


ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Continental Oil Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel CEDAR RAPIDS 9
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

RESERVATRON



THE INSTRUMENT OF BUSY MORTALS

You can point to only one electronic reservation system in hotel history, and Sheraton's got it — *Reservatron.* It gets you confirmed reservations in only 4 seconds at any of Sheraton's 53 hotels. Saves you long-distance fees because you just phone your nearest Sheraton Hotel. We'd be happy (indeed ecstatic, since we're testing this ad) to send you a FAT FREE BOOKLET — 96 pages stuffed with the inside dope on Sheraton Hotels in 41 cities. Address: Sheraton Corp., Ad Age Ad #6, 470 Atlantic Ave., Boston, Massachusetts.

Your best food plant customers are your competitors' best prospects!

CHECK THESE 1,141 AD ACTIONS BY 400 FOOD ENGINEERING SUBSCRIBERS	
140	Talked to other management men
76	Called local representative
101	Contacted company direct
93	Bought the product
94	Filed ad for future use
116	Opened up new supply source
19	Asked for estimate
58	Recommended to others
193	Sent an inquiry
47	Wrote for samples
204	Resold on present supplier
1,141	

RIGHT THIS VERY MINUTE, food plant men who buy from you are being hit hard by strong selling campaigns for equipment, ingredients, packaging materials, plant supplies *(food plants buy almost everything!)*. These advertisements are working on them persistently, persuasively, in the one place where food management men are most likely to see them, read them, and *do something about them* . . . in FOOD Engineering.

This is a matter of running record. Check the "Action!" table on this page. Here is your evidence—a sampling of 400 FE subscribers, and what they did about specific ads they read in FOOD Engineering. Note particularly *this* decisive action . . .

116 Opened up new supply source

This means 116 management men (from presidents to plant managers, engineers to sales executives)—better than 1-out-of-4—either switched suppliers or gave some business to a *new* supplier as a result of reading somebody's FE ads. Whose ads? Your competitors'?

Note the ten other kinds of action. When a busy food management man discusses somebody's ad with his associates, or writes for samples and estimates, or calls in a representative, a new customer is in the making—a new source of supply may be opened up. You . . . or your competitor?

Now, project these 1,141 sales actions by 400 subscribers to FE's entire 28,400 paid audience and its 52,000* pass-along readers. Then you'll have a measure of the sales power of FOOD Engineering.

McGraw-Hill Field Research, 1958-59

FOOD
ENGINEERING
For Better Management in
Manufacturing, Packaging and Marketing

A McGraw-Hill Publication, 330 W. 42d St., New York 36, N. Y.

Interested? Get the new booklet,
"How to Set the (food) World on Fire."
It tells how to get sales action.

FOOD Engineering, Att: Research Director
330 West 42d St., New York 36, N.Y.

Please rush my complimentary copy of
"How to Set the (food) World on Fire."

NAME__________________ TITLE____________

COMPANY__________________________

ADDRESS__________________________

This Week in Washington . . .

FTC De-Mothballs Its Artillery for Long-Neglected Ad Policing Effort

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 18—Don't let the lull in new cases at the Federal Trade Commission deceive you. The commission hasn't gone back to sleep.

The first outburst of activity in response to congressional indignation produced seven major tv advertising cases. This apparently emptied the "pipeline." But the pipeline is filling up again.

Reports from outside Washington confirm that the commission's staff is on the prowl for more deceptive advertising cases. Big advertisers are being visited by FTC investigators. Their efforts to find out what the investigations are about aren't proving particularly fruitful.

The commission is still giving advertisers what might be called "shock treatment." It is striking fast and without negotiating. Meanwhile, it is looking for assurance that advertisers, individually or through their associations, are seriously interested in trying to eliminate the practices which have resulted in so much congressional and public indignation.

■ Chairman Earl Kintner has praised recent statements by such organizations as the Assn. of National Advertisers, Advertising Federation of America and National Assn. of Broadcasters. Nevertheless, within FTC there is still a great deal of skepticism. Tv monitors have yet to detect such a change for the better that they feel they can let down their guard.

While this feeling exists, the commission is not likely to be in a mood to talk with individual advertisers who are under investigation. But if this is a permanent policy for the future, the commission hasn't said so. In all likelihood, this lack of communication is a "passing phase."

Government agencies, like other human institutions, often must "feel" their way into a situation, without a preconceived battle plan. This is surely the case with FTC.

■ When the quiz scandal broke, FTC was caught flat-footed. Although it is the only agency in the federal government responsible for policing advertising, the commission was scandalously ill-equipped.

It had only a skeleton force assigned to monitoring work. If it was aware that problems existed, it had no organized machinery for dealing with them.

There are aspects of this story which should not remain untold, because they go to the heart of the commission's capacity to serve the public and the business community.

Policing of advertising was neglected because the commissioners and the commission's key personnel are partial to anti-monopoly cases. As lawyers, they know stakes are high and reputations are made in anti-monopoly cases. The career potential of advertising cases—even big ones—is small by comparison.

■ Bit by bit the commission diverted its best people and most of its funds to the more stimulating field of activity. For example, during most of its lifetime the commission maintained a finger on the pulse of the advertising world by monitoring thousands of pages of newspapers, magazines and radio script. A few years ago, even this tenuous link was quietly abandoned through a reorganization which was heralded as a new plan to increase efficiency and productivity.

By last fall FTC was functioning in the advertising field about the same way that a police court functions. It was taking the cases that came over the transom. Although it is an administrative agency, supposedly geared to identify and eliminate focal points of difficulty, the commission had no organized unit which knew what was going on in the advertising business, and which was sufficiently expert so that it could see that manpower and money were used to best advantage.

All this is by way of indicating the extent of the changes that have been taking place since last fall.

■ Chairman Kintner's first move was to bolster the skeleton force in the anti-deceptive practices field with personnel borrowed from other branches of the commission.

Instructions went out to expedite the deceptive practices cases that were on the investigation docket.

In this first stage of the new drive in the anti-deceptive practices field, the commission relied on tv monitoring for its leads. As the commission and its staff warmed to the task—encouraged by fan mail from the public—it soon became obvious that the drive to clean up advertising wasn't going to stop with tv.

Within the past few days the commission's monitoring program has been expanded, so that once again the FTC is regularly reviewing the nation's leading newspapers for signs of ads that warrant attention.

■ The budget which went to Congress last month contained an increase of $350,000 for investigation and litigation of advertising cases. This would mean four or five additional investigators, plus several more trial lawyers and hearing examiners and perhaps an additional medical expert or two, to round up evidence for concentrated efforts in the drug and chemical fields.

From the pattern of activity, the new investigations in the anti-deceptive practices field seem to be largely "targeted," focused on specific products or kinds of claims. It's the kind of procedure which—when tempers subside a bit—could lead to industrywide and perhaps non-punitive approaches to some of the questionable practices which occasionally develop in highly competitive markets.

This methodical approach to policing ought to provide FTC with the expertise it should have had when the quiz scandal arose.

■ But in the light of the commission's past history, will it remain interested in maintaining a sophisticated and knowledgeable relationship with advertising? Even this year, when the need to rejuvenate the commission's efforts in the anti-deceptive practices field was so urgent, FTC used its newfound prominence to obtain a $200,000 increase for anti-monopoly work. How safe will the advertising unit's $350,000 be when the parade has passed and the bands have marched on? #

Simmons-Boardman Diversifies

Simmons-Boardman Publishing Corp., which publishes magazines in the railroad, building and marine industries, has diversified by purchasing Railway Educational Bureau of Omaha, a correspondence school.

Smith & Dorian Moves

Smith & Dorian, New York agency, has moved to larger quarters in a remodeled brownstone at 256 E. 49th St.

IN BUFFALO...in the morning

MORE HOUSEWIVES ARE "GOING" OVER MORE ADS

Retailers know that women act on advertising in the Buffalo Courier-Express. Here are two of many figures that prove it.

–WOMEN'S STORES use 65.8% of their daily linage—74.1% of the total when Sundays are included—in Buffalo's fastest growing newspaper.

–The THREE LARGEST CHAINS which do well over half the area's food business, place half of their advertising in the Courier-Express.

AND IF YOU SELL MEN, wide leadership in such classifications as Men's Stores, Automobile Dealers, and Financial clearly point to the Courier-Express as the profitable newspaper to carry your sales messages.

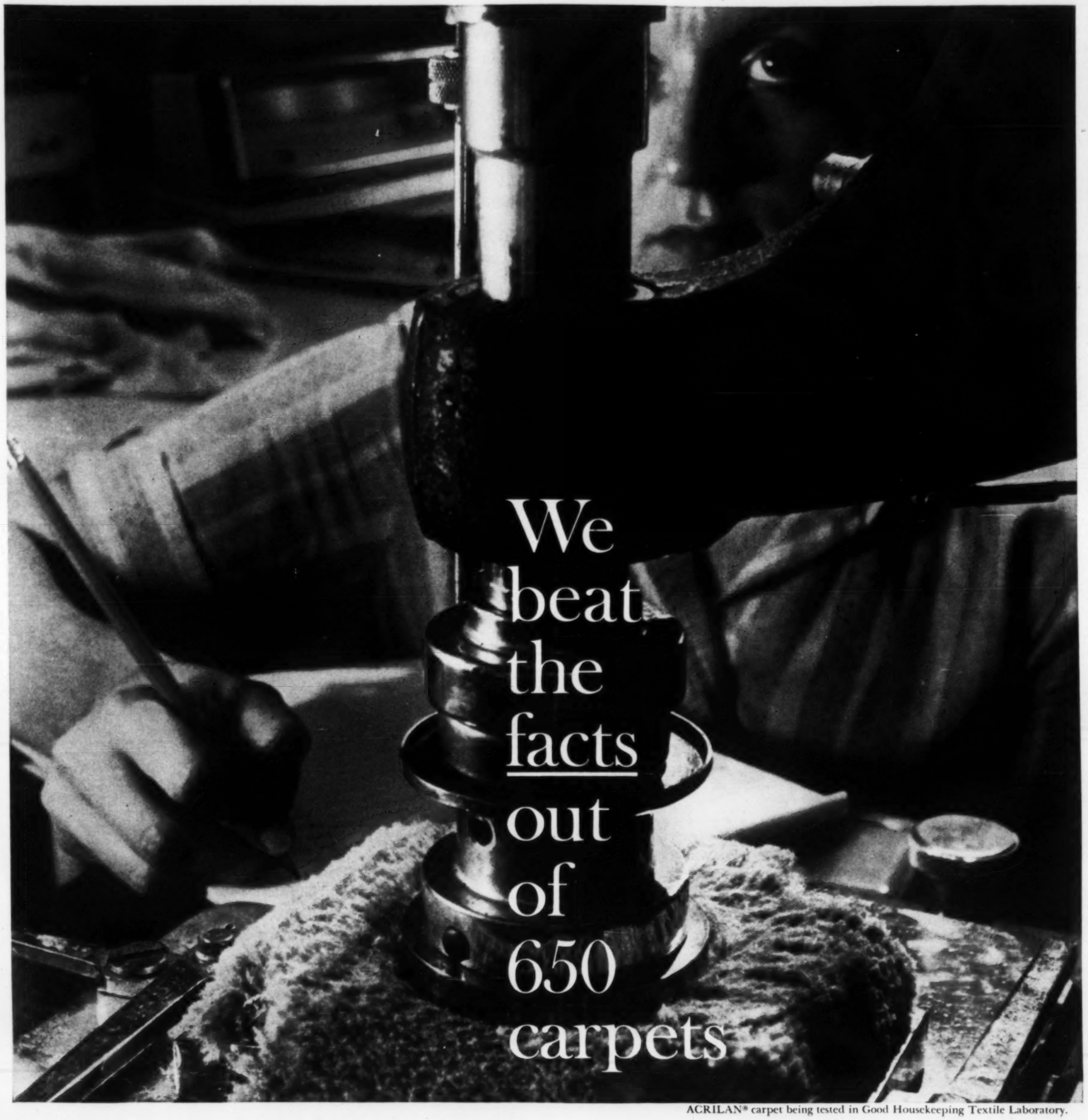
FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more dollars to spend—use the *Morning* Courier-Express. It reaches nearly half the families in ABC Buffalo—over one-third of all those in the rich 8-County Western New York Market.

FOR SATURATION—use the *Sunday* Courier-Express—the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

ROP COLOR AVAILABLE
BOTH DAILY AND SUNDAY

Buffalo Courier-Express

Member: Metro Sunday Comics and Sunday Magazine Networks
Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley



ACRILAN® carpet being tested in Good Housekeeping Textile Laboratory.

Behind the 19-page feature "All About Carpets" in our February issue is the most complete investigation of the subject ever conducted by a magazine.

Three years of exhaustive work...20,000 people walking on 650 different carpets...tens of thousands of separate tests . . . all to give our readers the truth, the whole truth, and nothing but the truth.

Purpose? To provide reliable counsel to homemakers; to eliminate consumer confusion—to serve our 12,350,000 readers well, and to create a climate of confidence and acceptance for our advertisers.

In this climate of truth advertising claims are *believed*—and acted upon.

REPLACEMENT OR ★ REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping
MAGAZINE AND INSTITUTE

...because nothing
persuades like the truth

A HEARST MAGAZINE

OUI! OUI!

You're always sure of quality when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Only 'Law' Can Curb Ad 'Thieves, Swindlers': Cone

(Continued from Page 3)

other two."

■ Mr. Cone said that "talk of self-policing leaves me very cold." He asserted that "somebody has to get tough to get rid of it, and who could possibly do this better than the duly constituted bodies?"

Although critics object to most of the programs on tv, Mr. Cone said, he maintained that the large majority of people favor the kinds of shows that the critics dislike.

"The things that most critics object to in television are things that [sustain] all the other mass media of communications—the western movies, crime stories in newspapers, popular fiction in magazines and the sex and sadism of the paper back novel. These are the great attractions in each field," he said.

■ The FC&B executive proposed two ways to add more cultural or intellectual programs for the minority of tv viewers:

- He suggested that of the 26 shows bought by an alternate sponsor (minus pre-emptions) four of each 24 programs be rescheduled with shows other than the sponsor's regular feature.

"This would place, not an hour a week on each of the three networks in the service of information, education and culture, but an hour and one-half each night—or more when there are hour programs on a network," he said. The hour and one-half would consist of a half hour on each of the three networks. Although advertisers would pay for the special program, they would be charged less money than for their regular shows (the differential being proportionate to the rating differences), Mr. Cone said.

- Take all the programs run on a station in a week, with the exception of news and weather shows, and run them again the next week, on the same days at the same times.

"Thus, instead of every program viewed eliminating two other programs where the time is the same, the viewer would have an opportunity to view two out of every three programs broadcast," Mr. Cone said, crediting this idea to Jack Simpson, director of broadcast activities at FC&B.

"That these could be a much better two out of a much better three follows from the reduction of some 3,000 hours of annual nighttime network programming to 1,500 hours."

■ Mr. Cone questioned whether networks and stations would be willing to charge less money for shows with lower ratings than the top shows. "So far they have been unwilling to do this." he said. "Advertisers pay the same amount for time for a 15-rating show that they pay for a 30-rating program. And this you know is going to change."

'Industrial Marketing' Boosts Packard, Appoints Power

Murray Packard, formerly western manager of *Industrial Marketing,* Chicago, has been advanced to sales development manager of the publication. Paul V. Power succeeds Mr. Packard as western advertising manager.

Murray Packard

Paul V. Power

Mr. Power formerly was in copy service and sales work for Standard Rate & Data Service. He also has been with Marsteller, Rickard, Gebhardt & Reed and with Leo P. Bott Advertising.

Brady Names Fulton, Knowlton

Brady Co., Appleton, Wis., has appointed William M. Fulton a vp and Daniel P. Knowlton treasurer and director. Mr. Fulton, who will continue to supervise the production department, joined Brady in 1946. Mr. Knowlton, formerly assistant secretary-treasurer, joined the agency as an administrative assistant. Brady also has named Richard J. Sucher a marketing assistant.

SUNDAY TELEGRAM
Workers Ordered Back To Steel Mills
The Evening Gazette
Plan E Polling Away Victory Appears Sure
WORCESTER TELEGRAM
Voters Retain Plan E By Majority of 4,062
2nd in Mass.
WORCESTER
MASS.

NEW ENGLAND'S 1ST MARKET—MASSACHUSETTS

with the Billion Dollar

WORCESTER MARKET

WORCESTER IS YOUR KEY TO

GROWTH... E.B.I. $1,112,205,000* UP 30.4% since 1954.

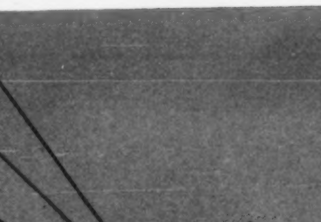
IMPACT.... Worcester is Reading "Worcester newspaper readership is well above the national average", says Publication Research†

RESULTS.... 86.4% daily coverage with the Telegram-Gazette. Daily circulation 158,215. Sunday—102,957. ABC audit Dec. 31, 1958.

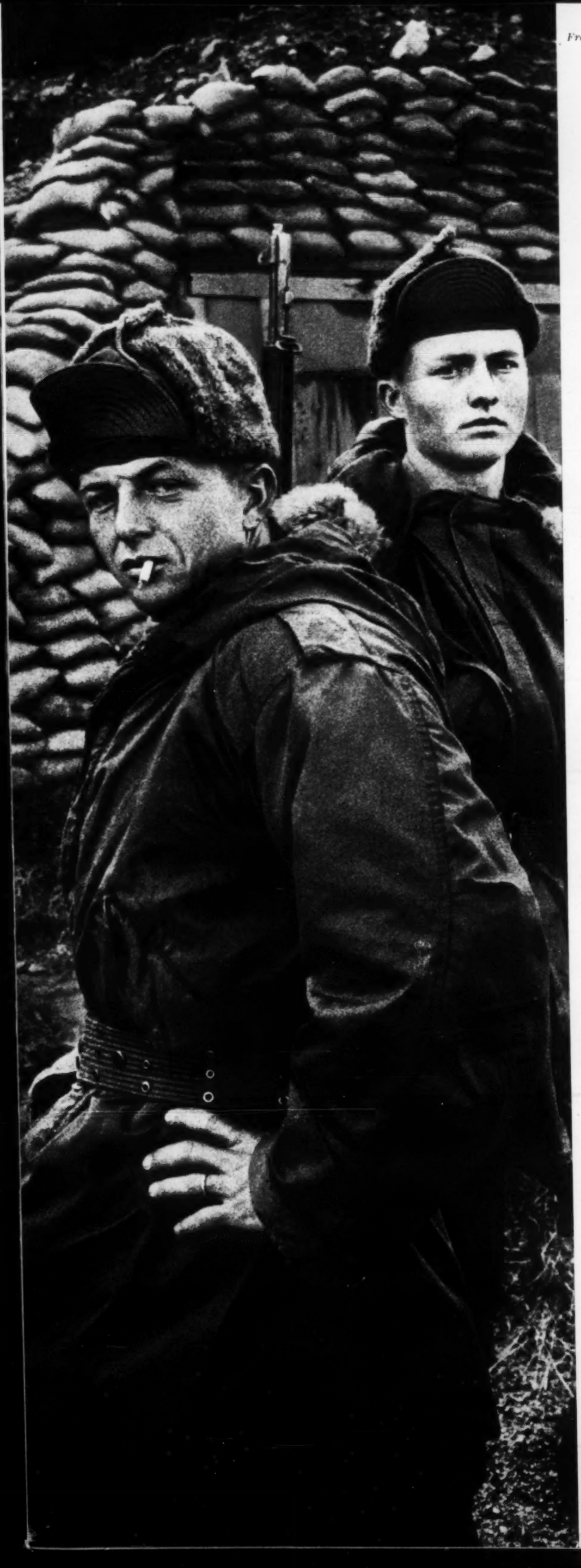
* Source: Sales Management Survey of Buying Power, May, 1959.

† Source: Publication Research Service Study, Sept. 28, 1958 Sunday Telegram.

The Worcester
TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives



OWNERS OF RADIO STATION WTAG AND WTAG-FM



From "Forgotten, Lonely and Unready," in the March 1, 1960, LOOK

It's cold again in Korea. The wind from
Siberia sweeps across no-man's-land,
burning the faces of the G.I. sentries.
One man voices the thought of all:
"If the Reds attack, we'll be wiped out."
Ill-equipped, undermanned, forgotten...
poised for disaster...
two American divisions stand guard
in the frozen hills overlooking the Imjin.
Lonely, with futility, they wait
to fight a war they can never win.
You see the tenseness
of an army through the eyes of
its soldiers...in the current
LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

Brand Names Leap with Athletes at Winter Olympiad

(Continued from Page 3)

donating concerns have geared their advertising to the "exclusive" use of their products at the games. In most cases, contributors are using the winter Olympics name and insignia on their packages, tv and radio spots and in newspaper ads.

■ At meal time, when athletes will be given a choice of three separate scientifically balanced menus, offerings will include V-8 juices, Campbell soups, Franco-American spaghetti, Chicken of the Sea tuna fish, Del Pero Mundo Meat Co. fresh beef and pork (through Western States Meat Packers Assn.), fresh dairy products from Foremost Dairies, and Hills Bros. coffee.

VIII OLYMPIC
WINTER GAMES
SIMPLE SIMON
Carnation

OLYMPIC EXCLUSIVE—*Carnation Co.'s Simple Simon frozen dessert pies will be fed to athletes at the Olympic winter games. The 4 by 12" cabinet banner at right will be given to retailers to promote its "exclusiveness."*

California Packing Corp. will provide Del Monte catsup, chili sauce, pickles and fruit juice drinks; from Carnation Co. will come Trio instant mashed potatoes, Albers flapjack and waffle mix, Instant Wheat, Simple Simon frozen pies; potato chips, peanut butter, mayonnaise, french dressing, nuts and Corn Curls will be provided by Scudder Food Products.

Besides coffee and milk, athletes will be able to choose Pepsi-Cola, Ovaltine or a selection of Nestle Co. drinks. Rainbow Bakery Co., Sacramento, will contribute fresh bakery products.

■ Renault, which will share sponsorship of the nationwide tv broadcasts with Union Oil Co., will provide 75 Dauphines and 10 Peugeot station wagons to transport officials and contestants around the 2,000-acre valley.

Tidewater Oil Co. will sponsor radio coverage in five western states in a special pool reporting arrangement. Stations will get the programs without charge in exchange for carrying the Tidewater commercials, and may sell the rest of programs locally.

When the 2,500 athletes, trainers, coaches and other representatives of the 34 countries competing in the games reach their rooms in Olympic village, they will find an Oral B toothbrush, Lifebuoy soap, Listerine, a Norelco electric shaver, and Absorbine Jr. to ease their aching muscles.

Mohasko Industries, Alexander Smith carpeting and Dupont Co., in a joint arrangement, also have contributed.

■ The American Dairy Assn. has installed a dairy bar to dispense all the free milk, malteds, milk shakes, ice cream and sundaes the athletes can consume during afternoon and evening hours.

Western Union is keying its magazine advertising to it own Olympic team of "75 strong" which will operate three special press installations.

Swift data processing, enabling up-to-the-second accounts of standing and competitions in all events, will be handled by International Business Machine's Ramac—one of its most powerful computing systems. For the past few months the IBM technical team has been busy filling Ramac's magnetic memory with the instructions necessary to calculate automatically the scores as specified by the complex rules of the 26 events.

■ All told, more than $20 million has been spent to prepare this once obscure, one-lodge ski resort for 11 days as a bustling village.

To top things off, the California wine industry has created a hot wine drink—the "Olympic wine torch"—in honor of the games. It is made of red wine, apple cider and lemon juice, together with various spices; heated to just below the boiling point and topped by flaming brandy. #

make no mistake about Salt Lake . . . there's more to SALT LAKE than Salt Lake

WASHINGTON
MONTANA
OREGON
IDAHO
WYOMING
NEVADA
SALT LAKE CITY
UTAH
COLORADO
CALIFORNIA
ARIZONA
NEW MEXICO

a million more!

As the only metropolitan city between Phoenix and the Canadian border and Denver and the Pacific Coast, Salt Lake with its nearly half-million persons, is the control point for this entire area and is recognized as such by the U. S. Dept. of Commerce.

When you buy Salt Lake's two metropolitan newspapers, you reach and sell nearly a half-million Salt Lakers PLUS A MILLION MORE prosperous prospects in "outer" Salt Lake — a mighty good market buy anywhere!

NEWSPAPER AGENCY CORPORATION · AGENT · NAC

The Salt Lake Tribune (MORNING & SUNDAY)
DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

NREA Plans Print Drive to Celebrate Silver Anniversary

WASHINGTON, Feb. 4—National Rural Electric Assn.'s first national advertising campaign gets under way late this month with the first of a series of five page ads in *Life*.

The campaign will also include five insertions each in *Atlantic* and *Harper's Magazine*. The *Life* series will run between Feb. 29 and May 30, while the *Harper's* and *Atlantic* ads will be between April and August.

Every day...every meal...every farmer feeds this crowd

AMERICA'S RURAL ELECTRIC SYSTEMS

The campaign, part of the silver anniversary jubilee celebration for the electric co-ops, follows the theme that rural electrification has been good for the country. The campaign has been financed by voluntary contributions from rural co-op systems. Agency is Aubrey, Finlay, Marley and Hodgson, Chicago. #

KBAM Sale Declared Void: Wickre to Get $25,000

Judge Ralph Armstrong, Cowlitz County superior court, Kelso, Wash., has ruled that the 1958 sale of KBAM, Longview, Wash., was based on false and fraudulent claims and will be set aside.

In a memorandum opinion Judge Armstrong said the contract for the sale of the station to Paul D. Wickre of Washington, by W. Gordon Allen and John Truhan will be rescinded, with Mr. Wickre to receive $25,000, plus his costs and disbursements. A counterclaim for foreclosure of the mortgage will be dismissed.

New London
Is "On-the-Go"
In Automobile Sales!

Among all Connecticut cities of 25,000-or-over population, New London anks 2nd in automotive sales per average household.

Reach this high-powered market through The Day, the only vehicle covering 98% of this 66,547 ABC City Zone.

The Day
NEW LONDON, CONNECTICUT
· National Representatives:
JOHNSON, KENT, GAVIN
& SINDING, INC.

New GF Rice Bows in April

Minute Spanish Rice Mix, introduced by the Jell-O division of General Foods Corp., White Plains, N. Y., in the Denver area last fall, will be in general retail distribution by April 1. An introductory advertising campaign will include color pages in magazines, and Sunday supplements and a national coupon drop in early spring. The new product comes in a 6 oz. package for four, retailing at about 33¢. In addition to rice the package contains sliced onions, red and green peppers and seasoning. Young & Rubicam, New York, is the agency.

Donnelley Appoints Two

The magazine publishing division of the Reuben H. Donnelley Corp., New York, has announced two appointments. Clayton J. Schwartz, formerly midwestern ad manager of *Electricity on the Farm*, in Chicago, has been named to the newly created post of eastern manager of the magazine. Gene Parker, formerly sales rep of Indiana & Michigan Electric, has been appointed to replace Mr. Schwartz.

Morton Opens Consultancy

Charles W. Morton Jr., vp in charge of the Pacific Coast division of W. L. Stensgaard & Associates, Chicago, has resigned to open his own company with headquarters in Oakland, Cal. He will serve manufacturers, advertising agencies and retail stores in 11 western states as a display consultant and designer.

Snell to Emil Mark

Foster D. Snell, New York, consulting chemist and engineer, has named Emil Mark & Co., New York, its agency, succeeding Adams & Keyes, New York.

RDINGS
SUNSET
HERALD EXPRESS

To him it's a gleaming helmet. How wondrous the world of childhood fantasy! *But there's no room for fantasy when spending advertising dollars.* And it's fact, not fantasy, that in Los Angeles the Herald-Express is a *dominant selling force* because . . . .

✓ **MORE CIRCULATION**
YOU GET 355,764* when you choose the Herald-Express. That's 52,047 MORE than the second evening paper!

✓ **CHOICE CIRCULATION**
WHEN YOU use the Herald-Express you get concentrated coverage where almost 90% of all retail sales* are made!

✓ **EXCLUSIVE COVERAGE**
YOU ALSO get 75% exclusive* metropolitan newspaper circulation and far less secondary newspaper duplication!

* SOURCES: ABC, Sales Management & Top Ten Brands Report.

Los Angeles Evening **HERALD-EXPRESS**
"Largest Evening Newspaper in Western America"
Represented Nationally by Moloney, Regan & Schmitt, Inc.

Late-'59 False Ad Plaints Were Up 95%, Pittsburgh BBB Says

PITTSBURGH, Feb. 16—The Better Business Bureau of Pittsburgh says recent publicity given to "offbeat business practices" seems to have adversely affected public confidence in all advertising.

The bureau pointed to a striking rise in complaints it received claiming misrepresentation in advertising in the last two months of 1959, when publicity on corrupt business practices was at a maximum. Complaints of misrepresentation in ads rose 95.2% during November and December, as compared with the same two months in 1958. The gain for the entire year was 40.9% over '58.

Of all complaints referred to the bureau in 1959, 5% involved misrepresentation in advertising, an increase from 4.1% in 1958. This category ranked seventh among the chief causes of dissatisfaction, behind (in order): Guarantee or contract not fulfilled, unsatisfactory installation or service, promised adjustment not fulfilled, nondelivery of merchandise, oral misrepresentation and defective merchandise.

■ The Pittsburgh BBB also listed 10 business classifications which caused the most customer complaints during 1959. The home improvement business, which accounted for 19.6% of the total complaints, led the list. Second was the furniture and floor covering business, cited in 8.9% of the complaints. They were followed by tv-radio sales and service, appliances sales and service, photography, automotive equipment and service, heating equipment-fuel and service, magazine sales, apparel and used cars. #

10 Companies Join ARF; Technical Staff Adds Two

The Advertising Research Foundation, New York, has added 10 new members since last July. They are Merck, Sharp & Dohme division of Merck & Co.; Gee Advertising (British agency); G. Thibaud et Cie. (French publisher); Mercantile Inc. (Philippines); Porter Library of Kansas State College of Pittsburg; *Medical Economics;* Matsushita Electric Works (Japan); Ruescas Publicidad (Spanish agency); Michigan State Universities Libraries and Rutgers (department of agricultural economics).

ARF also has named Gwyn Collins, formerly with Kenyon & Eckhardt, and Thornton C. Lockwood, formerly with Pathecolor, to its technical staff. In addition, ARF's executive committee has three new elected members: Sherwood Dodge, Warwick & Legler; Andrew Heiskell, *Life*, and Harry F. Schroeter, National Biscuit Co.

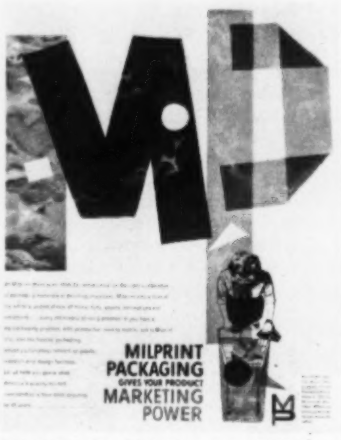
National Distillers Sets Push for de Kuyper Line

National Distillers, New York, is launching the largest four-color, prestige magazine campaign it has ever used to back its de Kuyper cordials. *Coronet, Esquire, Holiday*, and *The New Yorker* will be used.

Copy states: "de Kuyper makes the best creme de menthe in the world and 19 other enjoyable flavors. Made in the U. S. A. from original delicious Dutch formulas." Lawrence Fertig, New York, is the agency.

Thomson to Palm & Patterson

J. H. Thomson has joined Palm & Patterson, Cleveland, as an account executive and member of the management board. Mr. Thomson was formerly vp in charge of sales at LaSalle Research Co., division of Waldie & Briggs, Chicago.



KEY INITIALS—*Milprint Inc., Milwaukee packaging converter, a subsidiary of Philip Morris Inc., will use the MP initials, for "Milprint packaging" and "marketing power," in its 1960 advertising. The ads will run in business, packaging, food and drug publications. Baker, Johnson & Dickinson is the agency.*

Programming Still Broadcaster's Job, FCC's Ford Declares

PHILADELPHIA, Feb. 16—Federal Communications Commissioner Frederick Ford assured the Radio & Television Advertising Club of Philadelphia last week that "the future of the American system of broadcasting does not hang in the balance."

"No responsible person proposes a building full of government clerks, blue pencilling programs, nor that FCC become a supreme board of censors," he declared.

Commissioner Ford said recent FCC rules and legislative proposals will eliminate the threat of rigged quiz shows or payola in the future. He expressed confidence the commission will also devise new procedures to assure effective review of program performance without interfering with proper freedom for the broadcaster.

■ "This is a young, vital, healthy and growing industry," the commissioner said. "It has been subjected recently to severe public attacks brought on by those few in its midst who were callous to the public interest.

"As a result of congressional hearings, the review of programs conducted by the commission and the subsequent self-examination by the industry, I look forward confidently to the development within the commission of a reasonably well-defined policy whereby freedom will be assured the broadcaster in programming his station, and at the same time the commission will perform its function of protecting the public interest, convenience and necessity with the minimum of interference to that freedom." #

Bill Bros. Promotes Seven to Additional Positions

Seven appointments, all to new positions of additional responsibility, have been made in three companies of Bill Bros. publications. At Service Publishing, publisher of *Fast Food*, Charles A. McHale, publisher, was named a senior vp and general manager; C. E. Lovejoy Jr., western general manager in Chicago, and Warren Kloock, western manager, were elected senior vps; E. Alan Olson, editor, and R. K. Honaman Jr., ad manager, were elected vps.

At Bill Bros. Publishing, Lawrence Bell, publisher of *Premium Practice*, was appointed a vp. William J. Carmichael, western sales manager of *Sales Management* in Chicago, was named a senior vp of Sales Management Inc.

Leading Spenders in Farm Papers, 1959

Compiled by Farm Publication Reports Inc.

		Expenditures	
Rank	Advertiser	1959	1958
1.	Ford Motor Co.	$ 1,856,956	$ 1,565,603
2.	General Motors Corp.	1,612,051	1,630,801
3.	International Harvester Co.	1,330,057	1,514,069
4.	American Cyanamid Co.	1,146,141	988,110
5.	J. I. Case Co.	971,772	976,974
6.	Ralston Purina Co.	839,687	714,472
7.	Deere & Co.	806,672	616,972
8.	Massey-Ferguson Inc.	768,801	868,205
9.	Chas. Pfizer & Co.	695,935	723,697
10.	Allis Chalmers Mfg. Co.	617,623	442,285
11.	Goodyear Tire & Rubber Co.	571,355	549,883
12.	Firestone Tire & Rubber Co.	553,374	425,313
13.	American Telephone & Telegraph	504,997	488,798
14.	General Electric Co.	476,195	376,481
15.	R. J. Reynolds Co.	461,386	401,126
16.	New Holland Machine Co.	430,720	333,802
17.	Eli Lilly & Co.	422,845	442,280
18.	Dr. Hess & Clark	416,915	293,833
19.	Chrysler Corp.	388,383	444,463
20.	DeKalb Agricultural Assn.	388,368	351,916
21.	Minneapolis Moline Co.	369,726	164,509
22.	Champion Spark Plug Co.	368,229	352,410
23.	Standard Brands	362,984	327,016
24.	Oliver Corp.	360,196	264,555
25.	Standard Oil Co. (Indiana)	323,473	266,940
26.	Texas Co.	307,300	304,355
27.	Olin Mathieson Chemical Corp.	300,605	333,014
28.	Phillips Petroleum Co.	293,572	324,679
29.	E. I. Du Pont de Nemours	289,793	222,701
30.	New York Life Insurance Co.	288,759	258,960
31.	U. S. Steel Corp.	285,596	301,911
32.	B. F. Goodrich Co.	275,130	202,177
33.	Abbott Laboratories	271,108	222,973
34.	Kraft Foods Co.	268,239	156,561
35.	Nutrena Mills	268,213	124,786
36.	Western Auto Supply Co.	257,385	233,070
37.	Carnation Co.	254,592	237,725
38.	American Home Products Corp.	246,946	230,312
39.	Avco Mfg. Co.	238,033	233,038
40.	American Tobacco Co.	219,428	225,288
41.	Moorman Mfg. Co.	217,443	183,651
42.	General Mills Inc.	211,833	336,491
43.	Allied Chemical & Dye Corp.	208,967	309,642
44.	General Foods Corp.	204,011	156,989
45.	McCulloch Motors Corp.	200,944	166,153
46.	Monsanto Chemical Co.	200,752	198,303
47.	Westinghouse Electric Co.	193,890	116,535
48.	Gamble Stores	191,684	250,416
49.	Swift & Co.	191,108	118,488
50.	Gehl Bros. Mfg. Co.	187,732	140,674
51.	Merck & Co.	177,364	269,262
52.	Skelly Oil Co.	175,032	158,534
53.	State Farm Insurance Co.	173,676	206,200
54.	Funk Bros. Seed Co.	171,348	136,911
55.	Northrup, King & Co.	170,060	149,538
56.	McMillen Feed Mills	160,400	66,839
57.	Weyerhaeuser Sales Co.	157,342	71,967
58.	Campbell Soup Co.	154,749	163,347
59.	Food Machinery & Chemical	153,331	150,440
60.	Eaton Mfg. Co.	152,510	121,450
61.	Kellogg Co.	152,209	40,192
62.	Spencer Chemical Co.	148,933	144,579
63.	Caterpillar Tractor Co.	148,079	129,437
64.	Singer Mfg. Co.	147,083	13,508
65.	Continental Oil Co.	146,900	190,128
66.	Pioneer Hi Bred Corn Co.	146,759	127,811
67.	Whitehall Pharmacal Co.	144,343	38,779
68.	Armour & Co.	141,994	247,553
69.	Dr. Salisbury's Laboratories	141,485	150,083
70.	Colgate-Palmolive Co.	141,371	141,556
71.	Butler Mfg. Co.	134,162	91,545
72.	Norwich Pharmacal Co.	134,040	156,672
73.	DeLaval Separator Co.	131,877	116,164
74.	Allied Mills	131,510	132,321
75.	Farmhand Co.	130,325	129,248
76.	Pfister Associated Growers	129,829	78,869
77.	Babson Bros. Co.	128,379	141,294
78.	Murphy Products Co.	128,138	114,265
79.	Shell Oil Co.	127,605	204,913
80.	A. O. Smith Corp.	127,433	83,596
81.	James Mfg. Co.	126,996	73,950
82.	Honeggers & Co.	126,967	119,043
83.	Keystone Steel & Wire Co.	125,476	129,754
84.	Cities Service Co.	125,302	156,302
85.	Ft. Dodge Laboratories	125,268	103,855
86.	Socony Mobil Oil Co.	122,972	260,346
87.	American Agricultural Chemical	120,487	84,062
88.	Portland Cement Assn.	119,410	107,464
89.	National Steel Corp.	116,731	126,283
90.	Vitasafe Corp.	112,302	126,366
91.	Homelite Corp.	112,279	77,310
92.	Philco Corp.	112,178	—
93.	Sinclair Refining Co.	108,023	130,681
94.	Equitable Life Assurance	106,050	139,469
95.	Union Carbide & Carbon Co.	105,554	61,931
96.	Armco Steel Corp.	103,980	104,574
97.	American Electric Light & Power	102,780	117,657
98.	Wirthmore Feed Co.	101,950	86,288
99.	Pillsbury Mills Inc.	101,919	90,206
100.	LP Gas Information Service	100,817	96,304
101.	Illinois Farm Supply Co.	99,814	108,037
102.	Stauffer Home Planning Co.	98,448	100,562
103.	Commercial Solvent Corp.	96,631	61,842
104.	Virginia-Carolina Chemical	94,364	109,099
105.	J. R. Watkins Co.	91,658	88.561
106.	Behlen Mfg. Co.	90,627	88,459
107.	Seven-Up Co.	90,000	89,250
108.	Sperry & Hutchinson Co.	89,682	49,935
109.	Western Condensing Co.	89,658	73,834
110.	Dairy Equipment Co.	89,289	106,252
111.	Chemagro Corp.	87,961	75,499
112.	Kelly-Springfield Tire Co.	87,600	64,800
113.	Kewanee Machinery & Conveyor Co.	85,294	69,494
114.	International Milling Co.	84,054	56,913
115.	Cooperative Gulf Exchange	82,684	50,464
116.	F. E. Myers & Bros. Co.	82,430	92 358
117.	Farm Bureau	81,905	69,402
118.	Electric Auto-Lite Co.	81,445	60,881
119.	Stauffer Chemical Co.	80,867	31,658
120.	Ambassador College	80,134	65,670
121.	Schering Corp.	78,962	114,072
122.	Hartford Fire Insurance Co.	78,320	56,050
123.	Sherwin-Williams Co.	77,690	72,967
124.	Land O'Lakes Creameries	77,138	78,727
125.	Cargill Inc.	77,116	53,994
126.	Amchem Products	75,811	65,636
127.	Timkin Roller Bearing Co.	75,660	53,895
128.	Johnson & Johnson	74,927	158,845
129.	Tyrex Inc.	74,700	—
130.	Container Corp. of America	72,940	43,937
131.	U. S. Rubber Co.	72,791	45,271
132.	California Spray-Chemical	72,571	60,389
133.	Wisconsin Motor Corp.	71,141	72,019
134.	Quaker Oats Co.	71,028	177,610
135.	F. S. Royster Guano Co.	69,728	42,587
136.	Farnham Co.	69,053	41,879
137.	Colorado Fuel & Iron Corp.	68,669	45,868
138.	James Cunningham & Son Co.	68,461	55,077
139.	Nichols Wire & Aluminum Co.	68,455	1,850
140.	Badger Northland Inc.	68,009	44,651
141.	H. D. Lee Co.	67,494	58,337
142.	Geigy Chemical Corp.	66,729	19,595
143.	Char-Lynn Co.	65,944	63,090
144.	Masonite Corp.	65,211	40,195
145.	Republic Steel Corp.	64,638	31,995
146.	California Packing Corp.	63,868	19,700
147.	Oelwein Chemical Co.	63,101	69,692
148.	Gulf Oil Corp.	62,650	72,518
149.	Hills Bros. Coffee	62,496	—
150.	Ball Brothers Co.	62,320	40,000
151.	Kimber Farms	61,772	46,844
152.	Carey Salt Co.	61,038	58,394
153.	Lever Bros. Co.	60,421	122,774
154.	Cockshutt Farm Equipment	59,975	30,574
155.	Simplicity Pattern Co.	59,800	41,287
156.	Kaiser Aluminum & Chemical	58,770	19,738
157.	Whirlpool Corp.	58,024	10,125
158.	Starline Inc.	57,406	49,800
159.	Brillion Iron Works	56,650	95,373
160.	Lundell Mfg. Co.	55,786	54,191
161.	Knights of Columbus	55,616	52,232
162.	Wolverine Shoe & Tanning	55,040	39,572
163.	Wright Power Saw & Tool	55,008	50,255
164.	Esso Standard Oil	54,835	42,090
165.	Fox River Tractor	53,921	50,611
166.	Willys Motors	53,532	4,744
167.	Lindsay Bros. Co.	53,423	26,344
168.	Stark Bros. Nurseries	53,045	55,382
169.	Olson Rug Co.	52,743	48,445
170.	Perfect Circle Corp.	52,451	43,300
171.	d Con Co.	52,206	13,036
172.	Murine Co.	52,100	12,600
173.	Heisdorf & Nelson	51,330	43,874
174.	Pittsburgh Plate Glass Co.	50,620	44,910
175.	Granite City Steel Co.	50,220	41,465
176.	U. S. Independent Telephone Assn.	49,800	29,020
177.	Sioux Steel Co.	49,052	25,280
178.	California Raisin Advisory Board	48,835	3,586
179.	Sterling Drug	48,779	44,220
180.	W. F. Young	47,562	53,700
181.	Hanson Chemical Equipment	47,400	39,930
182.	Crows Hybrid Corn Co.	47,071	38,980
183.	Consumers Cooperative	46,918	41,744
184.	Western Land Roller Co.	46,675	39,389
185.	Federal Chemical Co.	46,626	25,324
186.	Oyster Shell Products Corp.	46,490	45,981
187.	Hesston Mfg. Co.	46,345	35,868
188.	Excelsior Institute	46,113	24,217
189.	Corn Products Refining Co.	46,000	29,465
190.	Nationwide Insurance Co.	45,755	—
191.	Speed Queen Corp.	45,652	38,605
192.	Atlas Supply Co.	45,250	45,250
193.	Aluminum Co. of America	45,083	67,391

WHEN YOU'RE TALKING **TRAVEL**—REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is $1070 a year higher than Metropolitan Chicago as a whole. These are the people who are going places—and they go there by air, by rail and by ship. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.

Information for Advertisers

The 11th annual edition of "Transportation Telephone Tickler for 1960," containing more than 25,000 listings of the names, titles, addresses and telephone numbers of key traffic executives engaged in or associated with the freight transportation industry in major ports throughout the U.S., has been published by the **Journal of Commerce.** Priced at $2.50 per copy, the tickler is available from the *Journal of Commerce*, 80 Varick St., New York 13.

• "Area Development Promotion for Progress & Prosperity," a 64-page illustrated book which explains how area development advertising pays off in dividends to communities, has been published by the **New York Times.** The book shows how cities, states and regions can attract industry and the advantages new industry brings to an area. Copies may be obtained by writing, on business letterhead, to Area Development Advertising, the *New York Times*, Times Square.

• **Wallace Publishing Co. Ltd.** has published a market data folder on its *Leather World* for 1959-'60. Additional information is available from George Keefe, promotion manager, Wallace Publishing Co. Ltd., 146 Bates Rd., Montreal 26.

• Latest research findings on human motivation and how it can effectively be applied in sales and marketing management is contained in "The Sales Managers' Motivation Guide," published by **National Sales Executives International.** The 48-page guide is available for $4 ($3.25 to NSE members) from the National Sales Executives International, 630 Third Ave., New York 17.

• Copies of **Finance's** semi-annual compilation of correspondent bank balances covering 60 cities, appearing in its February issue, are available at 75¢ each from Robert F. Baltrano, *Finance*, 20 N. Wacker Dr., Chicago 6.

• A booklet explaining long-range planning for small and medium size businesses, "How to Build a Bigger Business," has been published by **Cities Service Petroleum.** Copies of the 34-page booklet may be obtained from the department of business research and education, Cities Service Petroleum, 60 Wall St., New York 5.

• A ten-year projection of factors influencing growth and development of the institutional market is contained in "Institutions Ahead," published by **Institutions Magazine.** Included in the study are 1960 and 1970 figures for new institutional construction, population trends, consumer spendable income, eating and drinking sales. Copies, at $3 each, are available from C. F. Kenney, manager, marketing and research bureau, *Institutions Magazine*, 1801 Prairie Ave., Chicago 16.

• A directory listing all American importers of Japanese consumer goods, "1960 Guide to American Importers of Japanese Merchandise," has been published by **Kurt Barnard Associates.** The 44-page guide contains more than 1,300 listings; is divided into 52 product categories, naming under each the companies in all parts of the country that import each product; and has a separate index which lists the companies' names. Priced at $3 per copy, it is available from Kurt Barnard Associates, 507 Fifth Ave., New York 17.

• Description of laboratory facilities and studio services are included in a booklet published by **Byron Motion Pictures.** Additional information is available from Byron Motion Pictures, 1226 Wisconsin Ave., N.W., Washington, D. C.

• A supplement on the "Top 400" underwriters in the country, including data on net worth, addresses, telephone and teletype numbers and the names of the persons in charge of underwriting, will be released by **Finance** in March. Copies, priced at 75¢, are available from Robert F. Baltrano, advertising manager, *Finance*, 20 N. Wacker Dr., Chicago. #

Executone Appoints Basford

Executone, New York, producer of intercom equipment, has named G. M. Basford, New York, to handle its advertising. Joseph Katz Co., New York, is the previous agency.

Goldsmith to Asche-Bandor

Simon A. Goldsmith, formerly an account exec with Weiss & Geller, New York, has joined Asche-Bandor, New York, liquor importer and distributor, as sales manager, a new position.

Two Join 'Good Housekeeping'

Hilary Seymour-Cole, formerly with Adams & Keyes, has joined *Good Housekeeping*, New York, as a publicity and promotion writer. Henry A. Browe, previously with Compton Advertising, has joined the Chicago sales staff of *Good Housekeeping*. Thomas J. Hefferman, formerly with *Harper's Bazaar*, has been named production-traffic manager of *Good Housekeeping's* promotion department.

There's Waldo...

The man on the derrick is Waldo G. Bowman. He's taking a picture of the Tilaiya Dam in India's Damodar Valley project.

He can tell you everything worth knowing about that dam. For Waldo Bowman is editor-in-chief of ENGINEERING NEWS RECORD. If you're after a civil engineering audience, here's how he has helped build one for you . . .

Waldo joined ENR in 1925, and for the next 15 years covered all major types of construction in this country. He reported on everything from early civil engineering in the oil fields, the construction of the George Washington Bridge and skyscrapers to dams and flood control projects. In 1940, he became ENR's war correspondent—and editor-in-chief. Through Waldo's eyes, ENR covered wartime construction from Great Britain through North Africa and Iran to Germany. The Remagen Bridge collapsed just after he'd crossed it, giving ENR the *only* technical eye witness story of the disaster ever written.

After the war, again going abroad for ENR readers, Waldo Bowman also reported on Germany for the Secretary of War, reconstruction for the Marshall Plan, dams in the Middle East. If you read ENR, you also traveled with Waldo in Sweden, and to construction jobs in Greenland, Mexico, Panama, Cuba, and Venezuela.

During his editorial career, Waldo Bowman has written the 30-year story of construction around the world—a continuing and exclusive story for the subscribers to ENGINEERING NEWS RECORD. As with all McGraw-Hill editors, no story of his is finished until all the facts are in. For this, he directs 70 engineering news correspondents in key cities in the U. S. and abroad, plus 25 editors and an office staff of 50.

No wonder, then, that over a million key men in business and industry *pay* to get the kind of coverage McGraw-Hill delivers. Such editorial reporting gets attention—the kind of attention that helps create a receptive audience for your advertising.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

In the last three years, Waldo has visited Greenland twice. On these trips, he covered construction on the DEW line, Thule Air Base, and Ballistic Missile Early Warning System installations.

When the American Society of Civil Engineers voted the Panama Canal one of the wonders of the modern world, Society Vice President Waldo Bowman was there to dedicate the commemorative plaque.

Kraus Adds 7 Accounts

Herbert M. Kraus & Co., Chicago, has been named to handle advertising for seven accounts, including four trade shows. They are the slide and projector division of Sawyers Inc., Portland, Ore.; Textile Mills, Chicago; Cyclone Filter Corp., Longmont, Colo.; International Convention Planning Exposition, Las Vegas; Independent Housewares Exhibit, Atlantic City, and the National Toy Show and National Super Market Non-Food Exhibit, both Chicago.

Standard Oil Boosts Aldridge

T. A. Aldrige, vp of marketing for American Oil Co., New York, an affiliate of Standard Oil (Ind.), has been named director of marketing development for Societe Civile Amoco, Paris, France, effective April 1. Societe Civile Amoco is Standard's representative for foreign market planning.

Coming Conventions

*Indicates first listing in this column.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 17-19. Advertising Federation of America, 9th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

***June 8-9.** Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

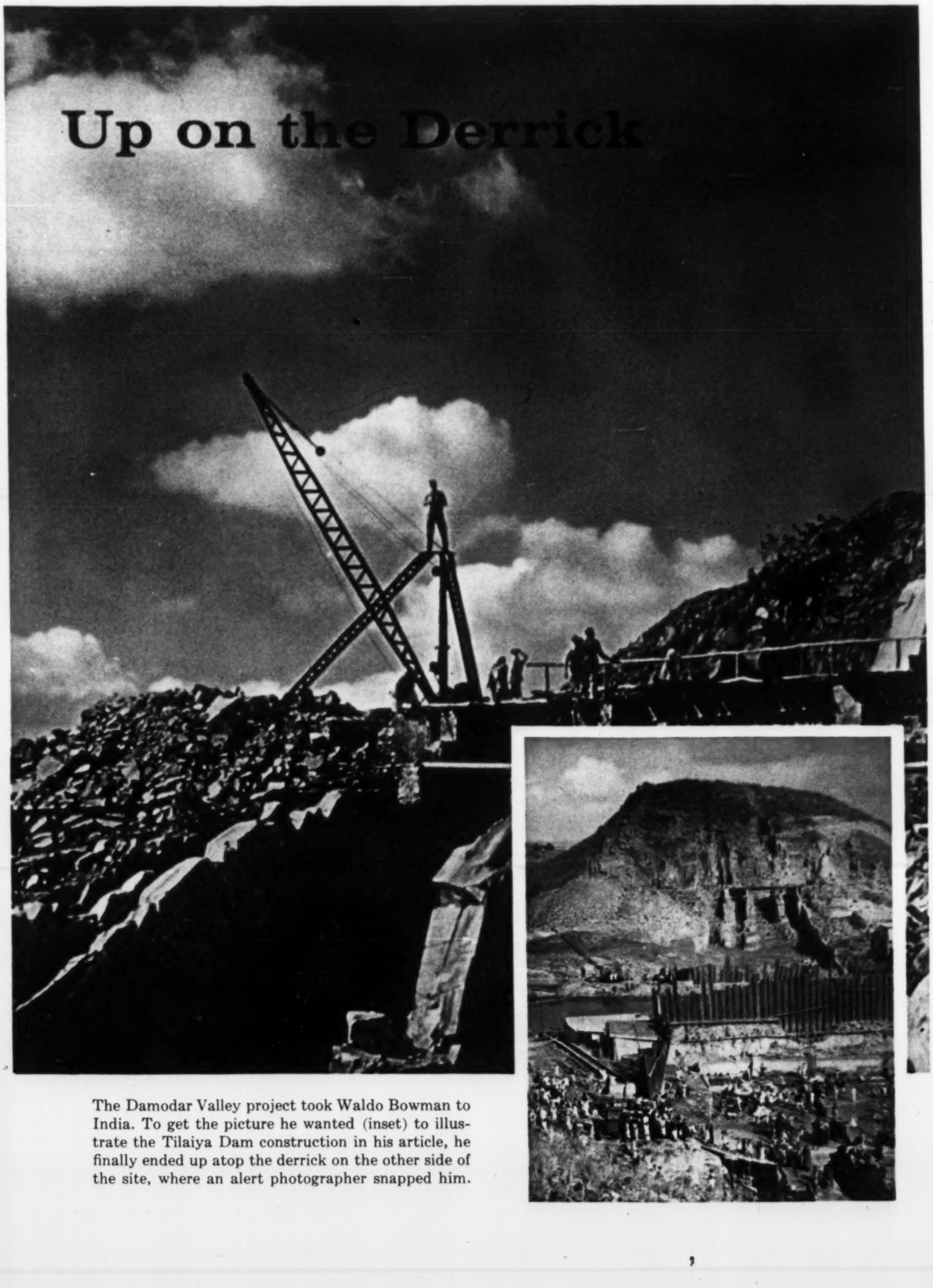
Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

***Oct. 17-18,** 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Up on the Derrick



The Damodar Valley project took Waldo Bowman to India. To get the picture he wanted (inset) to illustrate the Tilaiya Dam construction in his article, he finally ended up atop the derrick on the other side of the site, where an alert photographer snapped him.

Hudson Joins Bond & Starr

William E. Hudson, former co-owner of Scope Studios, Pittsburgh, has been named senior art director of Bond & Starr, Pittsburgh. The agency also has been named to handle advertising for Western Pennsylvania National Bank, Pittsburgh.

Orodenker Adds Two

Maurie H. Orodenker Advertising Agency, Philadelphia, has been named to handle advertising and public relations for Sun Clothes and Jay Co., both Philadelphia, manufacturers of sports and beach wear.

'FM & Fine Arts Guide' to Bow

FM & Fine Arts Guide Inc., 355 N. Beverly Dr., Beverly Hills, will introduce a new magazine, *FM & Fine Arts Guide*, to Southern California residents, effective March 1. Published monthly, the magazine will feature schedules of fm program listings, plus a complete calendar of entertainment, including music, theater and exhibits.

Smith/Greenland Names Three

Smith/Greenland Co., New York, has named Arthur Kugelman, formerly an art director at Grey Advertising Agency, an art director, and Kenneth Bridges, formerly advertising director of Southland Foods, to the account service department. The agency also has elected Howard Rowland, account supervisor, a vp.

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

low cost proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

WOW-*EEEE!*

We're the GROWINGEST!

We're first in daily circulation in Detroit and Michigan.

We're the fastest growing daily paper in the United States.

We're the 10th largest daily in the country.

We're the only morning paper in Michigan.

Reason enough, we hope you'll agree, to give the friendly Free Press first consideration in the nation's fifth market.

National Representative: Story, Brooks & Finley • Retail Representative: George Molloy, New York

Detroit Free Press

. . . in Michigan you see the friendly FREE PRESS everywhere

Foreign Marketing Offers Increased Profits, Nielsen Says

CHICAGO, Feb. 16—Arthur C. Nielsen Jr. last week outlined the benefits of foreign marketing while advising against 15 of its costly pitfalls.

The president of A. C. Nielsen Co. said that increased profits "are only one of several benefits" afforded by foreign marketing. He cited diversification of risk, development of management personnel and development of better products and methods as advantages.

The majority of problems in marketing abroad stem from "basic" reasons, Mr. Nielsen said, such as "low purchasing power, lack of refrigeration, impotent or inadequate advertising media, and hostile trade associations."

■ The companies which seem to prosper anywhere, he said, are those which take "the research approach," through which "many of the costly errors in foreign marketing can be avoided." Some of the common errors to be sidestepped, according to Mr. Nielsen, are as follows:

- Failure to adapt the product to the market.
- Failure to gauge the underlying impact of custom, tradition and racial and religious differences.
- Failure to exploit markets in the proper sequence.
- Failure to enter potentially profitable markets due to a personal repugnance toward political institutions.
- Failure to appreciate differences in the connotation of words, on labels, in advertising copy or otherwise.
- Failure to understand differences in advertising.
- Failure to achieve a domestic personality.
- Failure to understand and weigh correctly the relative importance of the various types of retailers in the distribution of the product.
- Failure to grasp the consumer's attitude on the relationship between price and quality.
- Failure to appraise properly the degree of acceptance of the competitive-economy principle.
- Failure to pay due attention to the various government regulations involved.
- Failure to insulate the business from arbitrary acts of government.
- Failure to invest for the long pull.
- Failure to provide for an adequate flow of information both to and from the parent company.

"When the home market has been fully developed," Mr. Nielsen said, "the company must either stagnate or seek further growth through entry into new fields. It is often more profitable—and less risky—to grow by marketing in foreign countries, the products for which a successful production and marketing pattern has been established at home than to enter new fields in the home market."

He said that during a recent visit to 14 countries he noticed some "disturbing trends." American-made goods and machines are being replaced in foreign retail stores and factories, he said, for three major reasons:

- Quality of the products made in other countries has improved.
- Credit terms extended by others are increasingly favorable.
- Our price advantage has narrowed—or disappeared.

■ Mr. Nielsen noted that "the day has regrettably arrived when many familiar American products, brands which have been household names for years, are now manufactured abroad and imported for sale in the U.S."

He said "two things are necessary to keep American industry strong and competitive":

- "New labor legislation which will halt the senseless year-after-year round of wage increases which has given us a 62¢ rubber dollar just since the end of World War II.
- "Fiscal responsibility in government which means, among other things, no tinkering with the money supply, a gradual reduction of our national debt, incentives which will encourage the accumulation of capital so vital to economic growth, and, finally, a hard-headed diplomatic service which will not sit idly by as U.S. foreign property is confiscated and expropriated by governments which have been and still are the beneficiaries of the U.S. taxpayer's aid." #

Earnings of Advertisers

1959 Fiscal Year

Company	Sales 1959	Sales 1958	Earnings 1959	Earnings 1958	Earnings per Share 1959	Earnings per Share 1958
Aluminum Co. of America	$ 858,460,213	$ 753,140,254	$ 55,570,854	$ 42,885,230	$ 2.52	$1.96
American Motors Corp.	869,849,704	470,349,420	60,341,823	26,085,134	10.16	4.65
Caterpillar Tractor Co.	742,336,608	585,163,522	46,517,987	32,239,831	1.68	1.16
Container Corp. of America[a]	322,286,816	289,600,173	19,638,780	15,080,494	1.83	1.41
Hooker Chemical Corp.	149,817,496	125,545,515	13,401,636	10,639,438	1.80	1.43
S. S. Kresge Co.	401,675,805	381,346,747	——[b]	——[b]	—[b]	—[b]
James Lees & Sons	83,800,000	68,121,951	——[b]	——[b]	6.05	4.55
Liggett & Myers Tobacco Co.	554,936,026	556,045,710	30,038,689	31,223,008	7.28	7.60
Maytag Co.	123,070,470	105,763,763	12,873,754	9,895,202	3.92	2.91
John Morrell & Co.[c, d]	436,315,469	401,684,903	6,143,237	2,313,186	7.10	2.80
Philco Corp.	397,849,000	351,093,000	7,162,000	2,874,000	1.67	.61
Sun Oil Co.	746,265,000	724,032,000	42,844,000	32,061,000	3.48	2.73
Union Carbide Corp.	1,531,343,000	1,296,532,000	171,637,065	124,936,845	5.70	4.15
Westinghouse Electric Corp.	1,910,730,000	1,895,699,000	85,947,000	74,772,000	4.86	4.25
West Virginia Pulp & Paper Co.[d]	233,123,000	208,109,000	11,777,000	9,575,000	2.21	1.78
Wilson & Co.[d]	655,516,105	683,671,204	9,565,396	7,760,991	3.88	3.10

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[a] For the first time consolidated earnings included foreign operations. The company's equity in foreign earnings was $2,847,081 or 27¢ a share in 1959 and $568,411 or 6¢ a share in 1958. [b] Not reported. [c] Includes operation of English subsidiary. [d] For year ended Oct. 31, 1959.

Durkee Famous Foods Boosts Frank Daniels

Durkee Famous Foods division of Glidden Co., Cleveland, has named Frank J. Daniels marketing director in a consolidation of all marketing services. Mr. Daniels, formerly advertising manager, joined the company in 1946.

Frank J. Daniels

As marketing director he will be responsible for developing marketing plans and directing all marketing research, advertising, sales promotion, product planning and other marketing activities.

Madden Named Partner

Edward D. Madden Jr. has become a partner in Turner-Madden & Associates, Milwaukee. The agency was formerly known as Turner-Meyer & Associates. Mr. Madden, formerly head of Menke-Madden, advertising sales representative, will be in charge of the consumer products division. Albert J. Turner will continue to head the industrial products section.

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION

Deal direct with one source — at one location
- Creative and finished art work • Photography
- Complete litho camera and plate service
- Our supervision, coordination and facilities *make better advertising easier.*

Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6402

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois	Minnesota
Indiana	Missouri
Iowa	Ohio
Michigan	Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

SEATTLE TIMES

Three out of four homes in this newspaper boy's territory will be reading The Seattle Times tonight . . . *and spending their share of nearly half of Washington's buying income* tomorrow.

CONCENTRATION

95.6% **ONLY** The Seattle Times concentrates 95.6% of its circulation within the busy, six-county Seattle Retail Trading Zone . . . where your prospects' annual buying income is over $2,340,000,000!

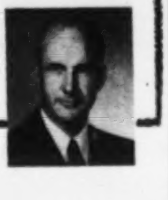
The Seattle Times

Write for your copy of "Sales Eye View," a new, detailed analysis to put you on target in the Seattle market. Or ask the O'Mara & Ormsbee representative in New York, Detroit, Chicago, Los Angeles or San Francisco.

LOST OR MISSING:

40% OF THE MEMPHIS MARKET!

by
Bert Ferguson
Exec. Vice-President,
WDIA



Memphis is a big market! Yes, it's *America's 10th largest wholesale market!* And, it's true: In the Memphis market you're actually missing 40% of the people unless you use WDIA! And—this is a fact we can prove—only WDIA sells the Memphis Negro buyer!

As America's only 50,000 watt Negro radio station . . . only 50,000 watt station in the Memphis area . . . WDIA has chalked up an outstanding success story. Through a unique combination of exclusive Negro programming, powerful personal appeal and hard-hitting salesmanship our all-Negro entertainment staff commands the Memphis Negro's loyal listenership What's more, by an active program of public service and civic leadership, WDIA has become an integral part of its listeners' daily lives!

RESULT: WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

IT'S A BIG MARKET

Here's why WDIA's fabulous success means high volume sales and profits for you: Within WDIA's listening pattern are 1,528,364, Negroes! The biggest market of its kind in the entire country! They have totaled earnings of $1,018,000.00 per year. And they spend, on the average, 80% of this big income on consumer goods!

Last year, for instance, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 43.2% of the face powder . . . 38.6% of the bread!

SALES RESPONSIVE!

And before the Memphis Negro buys, he listens—to WDIA! Negro magazine and newspaper readership is low. Television ownership is low, too! And, you cannot reach the Memphis Negro with any other radio station, because he listens first and foremost to WDIA!

Further proof that the Negro listens *and* buys: WDIA consistently carries more local and national advertisers than any other station in Memphis. In the past 10 years, these advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers! This year-in, year-out list includes . . . B. C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

It all adds up to this . . . in MEMPHIS, IT TAKES WDIA TO SELL THE NEGRO MARKET! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're missing 40% of this big buying market!

Why not write us today for facts and figures in your own field. We'd like to show you how WDIA can be a powerful advertising force for you!

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, JR., Sales Manager

Western Tablet Sets First National Ad Drive via ABC-TV

DAYTON, O., Feb. 16—Western Tablet & Stationery Corp. will launch its first national advertising campaign next summer when it becomes a participating sponsor on Dick Clark's "American Bandstand" on ABC-TV. The maker of paper school supplies and stationery will back a quarter-hour of the dancing show each week, starting Aug. 15.

The decision to move into the national advertising picture was made after almost two years of study of the company's products, markets and distribution by its agency, Bozell & Jacobs of Kansas City. "American Bandstand" was selected because, as Paul V. Allemang, Western Tablet's exec vp put it, "we were eager to reach the greatest possible number of customers for our school supplies, who of course are in the upper grammar school and high school brackets." Television was selected, Mr. Allemang explained, because it was felt to be the medium "most likely to get attention and action from these youngsters who have grown up in the television era."

The tv effort will be backed by business paper advertising, direct mail, catalogs, and point of sale material. Western Tablet's school line of writing paper, notebooks, and binders are manufactured at its six plants scattered throughout the country.

The 1½-hour "Bandstand" is seen Monday through Friday at 4 p.m., EST. Other new sponsors on ABC-TV's daytime schedule are Beech-Nut Life Savers and Exec Mfg. Corp. (both through Charles W. Hoyt Co.); Best Foods division of Corn Products Co., Borden Foods Co. and General Mills (all through Dancer-Fitzgerald-Sample); Dinner Ready Corp. (Foote, Cone & Belding), and Whitehall Labs. (Ted Bates & Co.). #

Roche, Rickerd Names Cason

Roche, Rickerd & Cleary, Chicago, has named A. J. (Bill) Cason a vp and account executive. Mr. Cason formerly was an account executive with Stoetzel & Associates, Chicago.

Gruneau Names Auclair

Dr. Gilles A. Auclair, assistant professor of psychology at the University of Montreal, has been named psychological consultant to Blankenship Gruneau Research Ltd., Toronto.

Freshest Premium Item in many-a-year

VAPO-COOL®

HEADWEAR WITH THE BUILT-IN COOLING UNIT

turns
90° Heat into a COOL 75°

U. S. Patent Nos.:
2544381 - 2875447
other patents pending

Cool! COMFORTABLE! WANTED! Their very freshness . . . their very novelty create interest and desire. Make your program a remembered and appreciated one.

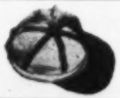
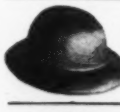
And they're tried and true . . . tested for two years in several department stores, golf pro shops, Cypress Gardens. Used by Cincinnati Reds and other baseball teams.
People love 'em, and why not?

COOLING ACTION WHEN YOU WANT IT!

Water poured on outside of cap around cellulose sweatband drops temperature 15% to 20% within two minutes by evaporative action. Soft aluminum band transfers coolness to head and keeps head dry. Delightful cool comfort from 4 to 6 hours between applications. Made of handsome waterproof saran mesh and silicone fabrics.

Fully Guaranteed.

Your company emblem or brand can be attached.

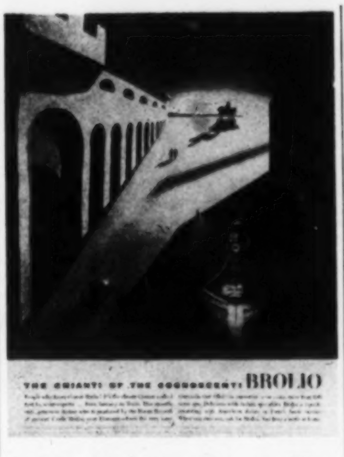
	GOLF STYLE Retail Value $2.95
	LEGIONNAIRE STYLE Retail Value $2.95
	TROPICAL HELMET Retail Value $2.95
	CASUAL SPORT HAT Retail Value $3.95
	SPORTS VISOR Retail Value $1.95

SEND TODAY FOR BROCHURE AND QUANTITY PRICES ON THESE UNIQUE ITEMS
FOR GIFTS • PREMIUMS
STAMP-PLAN CATALOGS
PRIZES • SALES INCENTIVES

HENSCHEL
MANUFACTURING CO.
1602 Locust • St. Louis 3

VAPO-COOL DIV., Premium Dept.
Gentlemen: Please send full information on Vapo-Cool Headwear

Company ....
Address ....
City .... State ....
Name .... Title ....



CHIANTI CAMPAIGN—*Browne Vintners, New York, is using this four-color page in Gourmet and The New Yorker to promote its Brolio chianti, newly acquired Italian wine. Inspired by Italian contemporary painter Giorgio di Chirico, the ad was placed by Lawrence C. Gumbinner Advertising, New York.*

No Programming Control, FCC Urged by Broadcast Group

CHICAGO, Feb. 16—Calling for a "station's rights" policy in the broadcasting industry, the Illinois Broadcasters Assn., in a letter to the Federal Communications Commission, has urged that broadcast programming be kept in the hands of the communities of America.

In a unanimous decision, the IBA board of directors opposed any theory or practice which would install government controls of radio or tv programming.

The letter, sent by IBA president, Bruce W. Dennis, program manager of WGN Radio, said, "The broadcasting industry is a local, community industry. As to regulation, there is already in existence a regulatory factor more powerful than any which could be applied by a governmental agency—an economic factor which says that the radio or television station which serves its community shall succeed and the station which ignores this basic concept shall fail." #

E. B. Weiss Report Hails New Era of the Egghead

"The egghead is assuming a new position in our society. His very numbers make this inevitable. Once he was a queer—because he was so unrepresentative. Today, the *various degrees* of eggheadedness are common enough in our total population to begin to assume somewhat the proportions of a norm."

E. B. Weiss, director of merchandising of Doyle Dane Bernbach Inc. and columnist for ADVERTISING AGE, makes this point in "The New Era of the *Sophisticated* Shopper," the 12th in his continuing series of reports on basic merchandising trends. Copies of the study are available from the agency on request.

Real-Kill Sets Daily Drive

Cook Chemical Co., Kansas City, will use newspapers as the basic ad medium for Real-Kill insecticides in 1960. Supporting the Real-Kill newspaper efforts will be schedules in network and spot radio and television. Allmayer, Fox & Reshkin, Kansas City, is the agency.

Drug Ads Assure Public of High Quality: Smith

CHICAGO, Feb. 16—The president of the Pharmaceutical Manufacturers Assn. declared here last week that attacks on his industry's method of advertising and promoting its products are part of a broadside attack on the entire system of medical care.

In addresses before the Midwest Pharmaceutical Advertising Club and the central regional meeting of the Pharmaceutical Manufacturers Assn., Dr. Austin Smith emphasized that promotion of brand name drugs assures the public the highest quality products, and helps provide incentive for additional research and development.

Advertising provides a fast way of informing the health team of the development of new products, Dr. Smith pointed out. As a business builder, it encourages individual companies to support research which means new products, and to maintain the network of distribution which assures that drugs will be available where they are needed.

■ Fundamental to the system, he said, is the practice of promoting brand names rather than generic names.

"Only a moment's reflection is needed to show that the brand name prescription is too important a safety measure for the patient to be swept away by considerations that involve only a few pennies," he declared.

"Without advertising, detailing and direct mail, we would not encourage full use of our products, making them known and understood by the physician," he pointed out. "Without nationwide sales we would be unable to finance continuous nationwide availability of products. Without competitive distribution we would meet only the minimum government standards of quality. In the long run, prices would rise since volume would suffer."

■ He complained some of the current criticism tries to give the impression that doctors are subject to "hard sell" advertising, and that detail men are hardly more than door to door salesmen.

He commented that the drug industry and the medical profession have one overriding objective in common: "Advertising, promotion and detailing are quite simply an economical and effective way of speeding that process." #

Two Goodyear Executives Will Get NBP Silver Scepter

National Business Publications will award its first Silver Scepter award to E. J. Thomas, board chairman and chief executive officer, and Russell DeYoung, president, of Goodyear Tire & Rubber Co., March 9 at NBP's annual spring meeting in Boca Raton, Fla.

The new award symbolizes the "strength and stature of authoritative marketing management."

Kellogg Corset to Mawhinney

Kellogg Corset Co., Jackson, Mich., has appointed Duke Mawhinney Advertising, Jackson, as its agency. Clark & Bobertz, Detroit, is the former agency.

Whether it's
PRINTED
BROADCAST
TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS
REINSURANCE
CORPORATION
21 W. Tenth, Kansas City, Mo
New York, 107 William St
Chicago, 175 W. Jackson
San Francisco, 100 Bush St

Here's a uniquely effective MERCHANDISING OPPORTUNITY for SALES in America's prosperous, fast-growing suburban market

In selected residential suburbs where supermarkets and other merchants depend on their regular advertising in the local community newspaper to build traffic and sales . . .

Suburbia Today

The magazine of pleasant places

is the colorgravure magazine of the same influential newspaper your retailers use.

Suburbia Today
Maryland Gazette
SLOTS STUDY 'TABLED'
Auditors Say Schools Chief Withholds Data

IN GLEN BURNIE, MD. and nearby suburban Pasadena, Linthicum, Arnold and Serverna Park, the February 4th issue of the Maryland Gazette News, with which the February issue of SUBURBIA TODAY was distributed, included the ads of these chain supermarkets:

FOOD FAIR

PENN FRUIT

ACME FOOD STORES

A&P

Basic to the recognition of SUBURBIA TODAY as a national medium for food advertisers is the saturation local coverage of 190 carefully selected newspapers that serve 471 residential suburbs.

Now in its second successful year, SUBURBIA TODAY extends your product promotion in 38 key metropolitan areas to the finest high-income suburbs and an audience of 1,295,881 home-owning, multi-car families who *shop in the suburbs.* The growth of the suburbs (and their community newspapers) . . . the new suburban concentrations of successful executives and their large families . . . a social life based on gracious home entertaining . . . the popularity of suburban shopping centers and modern branch stores . . . all suggest that SUBURBIA TODAY deserves a key position on your media schedule.

Local Impact...in Depth, in Color

You'll bring new and valuable forces into play when you announce your advertising in SUBURBIA TODAY! Retailers, distributors, chain headquarters *and your own field sales organization* will offer merchandising cooperation with your specific, concentrated, local support in the suburbs where virtually everybody reads the community newspaper and SUBURBIA TODAY.

153 NORTH MICHIGAN AVENUE,
CHICAGO 1, ILLINOIS

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Manager
John M. Badger, Western Advertising Manager

Suburbia Today

The Magazine of Pleasant Places

James L. Thompson, Advertising Manager
NEW YORK 22: 405 Park Avenue, PLaza 5-7900
DETROIT 2: 3-223 General Motors Building, TRinity 1-5262
CLEVELAND 15: 604 Hanna Building, PRospect 1-4677
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg., JAckson 2-8113
SAN FRANCISCO 4: 235 Montgomery St., YUkon 2-0924
LOS ANGELES 5: 3670 Wilshire Blvd., DUnkirk 1-3821

"INTERPOL CALLING"

Starring **Charles Korvin**
Produced by
THE RANK ORGANISATION, LTD.
(of **J. ARTHUR RANK** fame)

LIFE Magazine's lead series of the 60's... the fascinating story of INTERPOL and international crime that's capturing headlines all over America... now available for your sponsorship!

EVERYBODY'S BUYING THE SHOW

INDEPENDENT TELEVISION CORPORATION
488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100
ITC OF CANADA, LTD.
100 UNIVERSITY AVENUE • TORONTO 1, ONTARIO • EMPIRE 2-1166

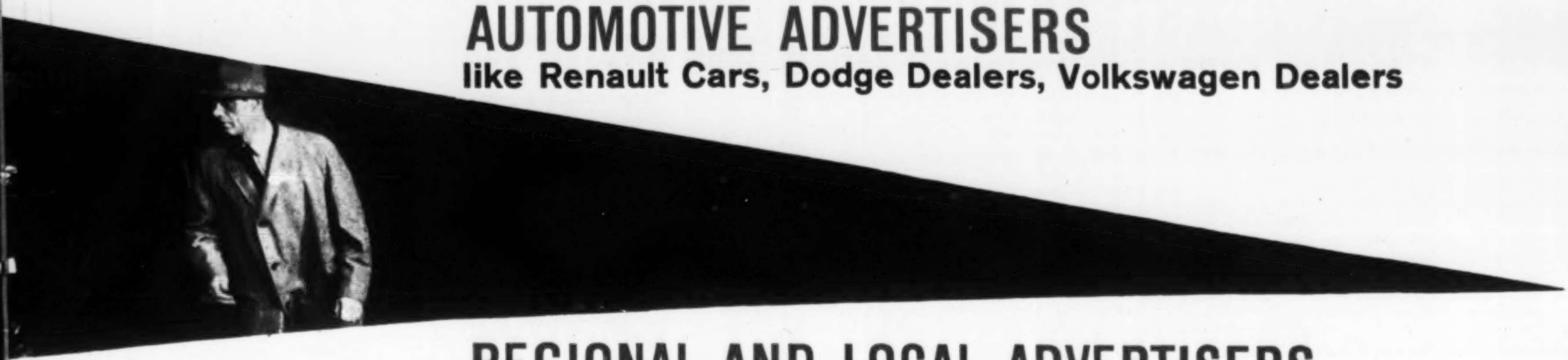
ITC

BREWERY ADVERTISERS

like Miller High Life, Blitz-Weinhard, Labatt's Brewing

AUTOMOTIVE ADVERTISERS

like Renault Cars, Dodge Dealers, Volkswagen Dealers



REGIONAL AND LOCAL ADVERTISERS

like Santa Fe Wine, Restonic Mattress, Sealy Mattress

LARGE MARKETS

like Los Angeles, Pittsburgh, San Francisco

MEDIUM-SIZED MARKETS

like Buffalo, Portland, Ore., Miami, Denver

SMALLER MARKETS

like Odessa, Tex., Bellingham, Wash., Medford, Ore.

ABC-TV STATIONS

like WLW-D-TV (Dayton), WJAC-TV (Johnstown-Altoona)

CBS-TV STATIONS

like KFMB-TV (San Diego), KSL-TV (Salt Lake City)

THAT EVERYBODY'S TALKING ABOUT

NBC-TV STATIONS

like KERO-TV (Bakersfield), WDSM-TV (Duluth)

INDEPENDENTS like KPHO-TV (Phoenix)

NORTH like Carthage-Watertown SOUTH like New Orleans

EAST like Wheeling-Steubenville WEST like Honolulu

AND ALL OVER THE WORLD

Australia, Cyprus, Denmark, Eire, England, Japan, Lebanon, Mexico, Northern Ireland, Philippines, Puerto Rico, and Venezuela

In these, and many other markets everywhere, INTERPOL CALLING is the ideal answer to today's television audience appeal needs.

'59 Liquor Sales Near '46 Record: 'Business Week'

Agency Switching by Distillers Attributed to Diversification Problems

New York, Feb. 16—The liquor industry had a reasonably good year in 1959. What with consumers downing 227,000,000 gals., the industry came its closest to equaling its 1946 record, when 231,000,000 gals. went down the hatch.

A *Business Week* survey also spotlighted some broad trends: Name brands withstood the challenge of price cutting and private labels; domestic blends continued to lose ground to domestic straights; and domestic whiskies as a group dropped off in share-of-market as imports and vodka increased.

Consensus of industry opinion on the "why" of these trends, reported by *Business Week:* In a period of high discretionary income and a resulting increased stress on prestige, diversification is resulting in increasing sales for more varieties of liquor. Snob appeal is a stimulus for increased sales of Canadian, Irish and scotch whiskies.

■ Many distillers, finding the 86 proof outselling the 100 proof by a wide margin, conclude that today's consumers want a lighter liquor. With lower proof meaning lower excise taxes, the distillers favor this trend, too.

Seagram 7 Crown again led the whiskies, with 7,000,000 cases. Walker's Imperial, also a blend, finished second, with 2,250,000 cases. Nation's Old Crow (bond and straight) registered 2,200,000; Seagram VO 2,200,000 and Walker's Canadian Club 2,000,000. These five accounted for 15,650,000 of the 36,930,000 cases consumed in 25 brands.

Calvert Reserve and Schenley Reserve, both blends, tied for sixth place, with 1,900,000 cases apiece.

Among gins, National's Gilbey's and Renfield's Gordon's, each with 1,600,000 cases, led the brand parade. Fleischmann's followed with 1,000,000 and Seagram's with 850,000 cases, and Hiram Walker, with 800,000, rounded out the top five.

Heublein's Smirnoff again stood tall in the vodka field, with 1,775,000 cases.

■ Referring to an Advertising Age story (AA, Jan. 18) which showed that liquor accounts led the list of agency switches in 1959, *Business Week* quoted consultant Clark Gavin as reasoning that the switches were due to an uncertainty as to how to promote diversification.

"Many of the agencies," said Mr. Gavin, "assocated themselves so thoroughly with the older 'bottle and price' ad that the client has insisted on a new agency for the new approach. But the new agencies are having a tough time threading their way through the myriad taboos which still restrict liquor advertising."

These trends, the survey indicated, would seem to point to large advertising expenditures to build strong consumer brand preferences. The fact that most liquors, excluding cordials, have marginally different taste characteristics, it added, should encourage distillers to strengthen the brand image.

■ The magazine stated that the top brand story probably belongs to Barton Distilling Co.'s Kentucky Gentleman, which joined the list for the first time, with 750,000 cases, in 1959. "So far we've done it mostly by push and mirrors," Barton said, "but we plan more advertising this year to keep our perch." #

Delehanty, Kurnit Names Two

Delehanty, Kurnit & Geller, New York, has named Bernard D. Gary, formerly an account executive with J. Walter Thompson Co., a vp and account executive. Ilse L. Lebrecht, formerly account executive and fashion coordinator at Ashe & Engelmore, has joined Delehanty, Kurnit as fashion director and account executive.

Adams Named Sales Manager

John H. Adams, assistant to the vp and general manager of the Kleinschmidt division of Smith-Corona Marchant, Deerfield, Ill., has been named to the new position of sales manager of communications systems of the data processing systems division of Smith-Corona Marchant.

RO.P. Color in Dailies Rose 25% in '59, Hoe Says

New York, Feb. 16—Newspaper r.o.p. color linage in 1959 totaled 153,215,463 lines, a 25% gain over 122,621,232 lines reported in 1958, according to a report issued by R. Hoe & Co.

Newspaper color linage in December totaled 14,758,834 lines, a 33.4% gain over linage reported in December, 1958.

Among national classifications, liquors accounted for the most newspaper color linage in December, with 1,101,625 lines. Other top classifications were cigarets (770,742 lines), sporting goods (482,749), dairy products (402,689) and meats, fish and poultry (397,357).

Top national advertisers in r.o.p. color during December were Salem cigarets (765,692 lines), Seagram's 7 Crown (593,895), Kodak Products (480,929), Florida frozen orange juice (230,492) and Pepsi-Cola (139,708).

The Hoe report on newspaper color is based on a monthly Media Records check of 400 newspapers in some 130 cities. #

Maryland Ready to File for Federal Outdoor Bonus

Maryland may become the first state to qualify for a bonus under the federal outdoor ad control law. The state reportedly is ready to file for the bonus, which would mean an extra $2,000,000 to $3,000,000 in highway funds. The bonus of 0.5% of federal highway-building funds allocated to states is offered for states which pass restrictive laws for outdoor signs which meet federal standards. Virginia is working on such a law and also expects to qualify for the bonus.

F&S&R Appoints Two

Van Cunningham, formerly a vp at Doyle, Kitchen & McCormick, New York, has joined Fuller & Smith & Ross, New York, as an account executive on Grumman Aircraft Engineering. He succeeds Bruno Skoggard, who has resigned to operate Sock Boat, Cold Spring Harbor, N. Y., his own fiber glass boat company. F&S&R also has named Leonard Arnow, who formerly headed his own public relations operation, director of public relations in the New York office.

Exposition to Miller

Miller Advertising, New York, has been named to handle advertising for the 1960 National Outdoor Exposition, to be held in New York from Feb. 20-28. Wesley Associates, New York, handled the 1959 exposition. The *New York Mirror* Welfare Fund, which is sponsoring the exposition, will spend $12,000 to $15,000 in about 12 weekly and 60 daily newspapers from Waterbury, Conn., to Atlantic City, N. J.

Question:

What nature-made western market of over a MILLION people with over TWO BILLION dollars to spend is hidden in the metro data?

ACA Names Yeates to Exec VP Post

Allan B. Yeates, director of public relations, sales promotion and advertising of Prudential Insurance Co., Toronto, has been named exec vp of the Assn. of Canadian Advertisers. He succeeds James C. Miller, director of advertising for Ford Motor Co. Mr. Yeates also continues as ACA treasurer.

E. T. Gater, vp of Sterling Drug, and K. J. Farthing, manager of general advertising for Canadian Westinghouse, have been named to the executive committee of the ACA. Both are vps of the association.

U.S. Home Builders Invest $200,000,000 in Advertising

Home builders budget an average of $200 per house for local advertising, according to *Practical Builder*. The trade publication estimated that the nation's builders spend a total of $200,000,000 each year for advertising.

One Chicago builder—200 homes a year—spends $400 to $500 per home for advertising and public relations, the magazine said.

real
salty
salt
DAMP PROOF
STERLING
IODIZED SALT

SALTY HUMOR—*This is the first of a series of 30-sheet posters which International Salt, Clarks Summit, Pa., is using to promote Sterling salt with a little humor and a three-dimensional carton of salt. The outdoor drive will run through March. International will use radio to supplement the posters and over 175 newspapers will carry ads offering four silver "no-squirt" grapefruit spoons for $1 and two Sterling salt spout seals. The spoon offer is aimed at getting wives to double salt buys. BBDO, New York, is the agency.*

'Insulted' Public Won't Let Ad Business Clean Own House, Says Agency Head Hartman

CHICAGO, Feb. 16—George H. Hartman, president of the agency bearing his name, last week expressed great concern over the proposed "batch of [advertising] regulations coming forth from the FTC and Congress" this year.

Discrediting the entire advertising industry, he said, is like "burning down the house of the finest business I ever knew to get some rats; to lay down mandates and rules is to undermine the people's belief in their own nation's business."

The tv quiz show scandal was prompted by "some stinkers, a few rats," he said, and America's "160,000,000 advertising experts . . . were insulted. From that time forth everybody decided to clean house. They wouldn't let us do it."

Mr. Hartman noted that now "Mr. [Earl W.] Kintner [FTC chairman] is asking Congress for $760,000 to investigate the advertising industry—to snoop."

■ He told the American Legion Post 170, whose membership is from the advertising industry, "Let's not listen to all these people criticizing us. If Mr. Kintner does get $760,000 to ferret out the rats, then let's look at it from the positive side. Don't fan it. Try to lick it."

Mr. Hartman reviewed the growth of advertising, saying he learned "never to call it a game. It's a fine business; a great profession." He said the industry began growing after World War I, but was slowed at the break of World War II until the President asked the industry to sell war bonds. In this area, he said, advertising at home "played a major role in helping the war effort." #

Mastic Tile Sets Print-Broadcast Ads for Floor Coverings

NEWBURGH, N. Y., Feb. 16—Mastic Tile Corp. of America, a division of Ruberoid Co., will run an extensive print and broadcast campaign in 1960 for its Matico floor covering.

In late spring the advertiser will use nine participations on ABC-TV's daytime shows. About the same time, Mastic plans to use spot radio, providing decorator hints for the Matico tiles.

During 1960, one or more ads will be run in each of the following magazines: *American Home*, *Better Homes & Gardens*, *Better Homes & Gardens Home Improvement Annual*, *House Beautiful*, *House Beautiful Building Manual*, *House & Garden*, *House & Garden Book of Decorating*, *Living for Young Homemakers* and *Sunset Magazine*.

Ads will also be used in *American Builder*, *Architectural Forum*, *Architectural Record*, *House & Home*, *Journal of the A.I.A.*, *Journal of Home Building* and *Progressive Architecture*.

■ Several dealer promotion items have been designed to tie in with the advertising program. They include window and counter displays, banners, streamers, ad blowups and others.

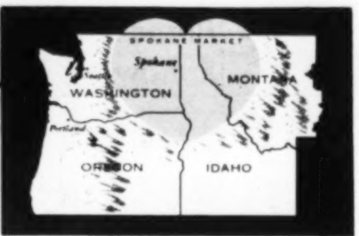
Mastic's agency is S. R. Leon Co., New York. #

Dumore Promotes Wardrip

Harry L. Wardrip has been promoted from sales manager to vp in charge of sales of Dumore Co., Racine, Wis., maker of electrical tools and motors. He succeeds Tom Carroll, who was named exec vp of Master Mfg. Co., Hutchinson, Kan., a Dumore subsidiary.

Smith Moves from SAS to Volvo

Gilbert L. Smith, formerly advertising and publicity manager for the western region of Scandinavian Airlines System, has joined Auto Imports Inc., Los Angeles, in a similar capacity. Auto Imports distributes the Swedish-built Volvo in the 13 western states.



Answer:

THE SPOKANE MARKET

it's 4 times as big as ~~it~~ THE METRO FIGURE looks!

	METROPOLITAN SPOKANE	RETAIL TRADING ZONE*	TOTAL SPOKANE MARKET
IN POPULATION	286,100	679,600	1,150,500
In Consumer Spendable Income	$541,034,000	$1,250,602,000	$2,009,334,000
IN RETAIL SALES	$342,344,000	$793,504,000	$1,348,779,000

And only 1 newspaper buy covers it all!

Nature made the Spokane Market, putting a ring of mountains around an integrated, highly prosperous trade area of 36 counties in four big western states. Spokane is the only metropolitan center serving this unique and isolated market of more than a million people who spend more than a billion dollars annually for retail products. Spokane's one-newspaper buy provides the only metropolitan daily coverage of this entire market. The Spokesman-Review and Spokane Daily Chronicle are home-carrier delivered to 9 out of 10 families in metropolitan Spokane, to 7 out of 10 families in the Retail Trading Zone*, and to approximately 5 out of 10 families in the Million-Billion Total Spokane Market.

*A.B.C. Retail Trading Zone embraces 17 complete counties, parts of 7 others. Data herein are totals for 24 complete counties.

Spokane is a BURGOYNE Grocery and Drug Test City

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

1 out of every
2 families

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

MINIATURE SCALE MODELS

of office, factory and apartment buildings, accurately detailed interior and exteriors.

Models for Interior Decorators and Museums. Diorama Displays for Advertising and Public Relations Promotions.

JOHN H. WELLS & ASSOCIATES
75 East Wacker Drive • Chicago 1, Illinois — DE 2-6033

Write for Folder

'Electronic Digests' Sold to Sheffield Publishing

Sheffield Publishing Co., Washington, D.C., publisher of *Ground Support Equipment*, has purchased *Electronic Digests*, formerly *Military Electronics*, from Electronic Periodicals Inc., Cleveland. Sheffield said that *Electronic Digests* will not be published as a separate magazine but will be integrated with *Ground Support Equipment*.

Advertisers in *Electronic Digests* are being given a chance to fulfill existing contracts by using *Ground Support Equipment* or its new companion publication, *Underwater Engineering*, which will make its debut this summer.

Henri, Hurst Promotes Randon

Lee Randon, manager of the radio-television department of Henri, Hurst & McDonald, Chicago, has been named director of the audio-video department. He will continue to supervise radio and tv activities as well as motion pictures, slide films and sales meetings.

CROWELL COLLIER
BROADCAST
DIVISION

First in Contemporary
Communications

KFWB
Channel 98
Los Angeles

KEWB
Channel 91
San Francisco
Oakland

KDWB
Channel 63
Minneapolis
St. Paul

Biddle Sets Award Program to Stimulate Creativity of Staffers

BLOOMINGTON, ILL., Feb. 16—An intramural program to bestow rewards for artistic endeavor has been established by the Biddle Co.

Art, copy and production done for clients will be the three areas in which judging will take place. Entries will be judged monthly, with finalists eligible for a quarterly contest, which features a cash award of $750 to the winner. Quarterly winners automatically qualify for an annual grand award of $1,000.

Agency executives I. W. Bach, J. J. Glass and Ed Russell will judge the monthly entries. Judges in the quarterly and annual contests will include members of the advertising trade press and other media.

Said the agency, in explaining its new program to its members: "We look upon 1960—'the Creative Year'—as a figurehead of the biggest challenge ever faced by this agency—the ten years that lie ahead for each of us.

■ "For this reason it is our wholehearted intent to put greater emphasis than ever before in our history on creativity.

"We urgently look for a real resurgence of our basic creative concept: The direct approach. It is our genuine desire and hope that we can bring this about through the establishment of special recognition and cash awards for the members of our creative staff." #

Vertagreen Push Begins

The largest advertising campaign in the history of Armour Agricultural Chemical Co. has begun to promote Armour plant food brands, including Vertagreen for home and garden use and Commercial Vertagreen and Big Crop for farmers. Liller, Neal, Battle & Lindsey, Atlanta, is the agency. The ads, being run in such magazines as *Look* and *The Saturday Evening Post*, in addition to daily newspapers and leading farm publications, are prepared in editorial style around picture stories of Vertagreen users.

Marketing Workshop Opens

A 10-week "Workshop in Marketing Campaigns" began Feb. 17, for junior marketing personnel of metropolitan Hartford, Conn. To be held on Wednesday evenings in the *Courant* auditorium, the workshop will be presented by the school of business administration, University of Hartford. Sponsor is the Julian Gross Fellowship Fund. Mr. Gross is president of the Hartford agency bearing his name.

Wade Names Three

Mrs. Eve M. Kiely has been elected a vp of Wade Advertising, Chicago, where she is account executive on the Alberto-Culver account. Larry H. Bettis has been appointed to Wade's tv department, Los Angeles, to succeed Royal G. Alcott, who has been transferred to Wade's Chicago office. Mrs. Kiely came to Wade in 1957; formerly she was with Earle Ludgin & Co. and General Beauty Products.

Millco Agency Adds Three

Lois M. Vaughan has joined Millco Inc., Miami Beach, as assistant to Ezra Millstein, president. She formerly was an account executive with Stuart-Schwartz Inc., Miami. Other additions to the Millco staff include Roger Wayne Bruinekool, assistant art director, who previously was associated with Burg Advertising, Miami, and Philomena Scott, artist, who formerly was a free lance artist.

Biesmeyer Britt Donohue

SCHOLARSHIP—*Steuart Britt, professor of marketing, school of business, Northwestern University, accepts check from Ray Biesmeyer of the Agate Club of Chicago scholarship committee, to be given to a deserving student at Northwestern who intends to make a career of advertising. Mike Donohue, Reader's Digest, president of the club, looks on.*

Drycleaning Institute Plans National Drive Following 'Post' Test

SILVER SPRING, MD., Feb. 16—The National Institute of Drycleaning plans to embark on a national ad program with an ad in the July 16 *Saturday Evening Post* following the first ad in its 53-year history, which ran in two regional editions of the *Post* Feb. 6.

The July 16 ad will tackle wash-and-wear clothes, gently stressing that "the drycleaner can handle these, and handle them better than the housewife."

The Feb. 6 ad, a four-color spread, listed on one page the names of the 917 drycleaners from 15 states and the District of Columbia who participated in that test phase of the drive. The names were split between the eastern and midwestern *Post* editions. The ad also stressed the drycleaners' skills.

■ The institute's need for advertising and the direction in which it was to go were outlined earlier in a survey conducted by the Institute of Motivational Research, which concluded that the consumer saw the drycleaner as an impersonal agent who cared little or nothing for the customer or for his clothes, William L. Browne, NID ad and pr director, said.

For the institute's agency, Erwin Wasey, Ruthrauff & Ryan, the ad involved more than its preparation and placement. The agency first had to interest and enlist the support of individual institute members, who were asked to contribute towards the campaign. The agency did this by hiring a fund raiser. In addition, the institute's staff conducted a three-month campaign through direct mail, phone calls and speaking engagements.

■ The third phase of the program will be to establish a regular schedule of institute advertising, Mr. Browne said. #

Outdoor Billing Up

While complete figures will not be available until sometime in April, national outdoor advertising billing for the first quarter in 1960 as of Jan. 31, showed a 19% increase over 1959 first quarter figures as of the same date Outdoor Advertising has reported. Biggest gains were reported in food, automotive, and petroleum fields, OAI indicated.

New Quarters Planned

Packaging Corp. of America plans to establish its corporate headquarters in Evanston, Ill. The company's present administrative offices in Quincy, Ill.; Grand Rapids, Mich., and Rittman, O., will be consolidated in the new quarters.

ABC Radio to Give Stations Time Range for Running Shows

NEW YORK, Feb 16—ABC Radio has devised what the network calls a fixed interval broadcasting plan in an effort to boost clearances for five-a-week programs.

Under this plan, affiliates will be given a two to four-hour range in which to carry a specific show. For a morning program, the advertiser may, for example, be promised clearance somewhere between 10 and 12 noon, local time.

Fixed-interval scheduling was devised to beef up the station lineup for the Eydie Gorme five-minute song session, which has been sponsored by Dr. Pepper and General Motors' Guardian Maintenance Service in the past. Dr. Pepper will take over sponsorship of this series again soon.

The new plan does not apply to the regularly scheduled news shows or to such programs as "Breakfast Club" and the paid religious broadcasts, all of which will continue to be aired in set time periods. About 25% of ABC Radio's current sponsored time is sold to religious groups. #

WBTW-TV Appoints Kaufman

Henry J. Kaufman & Associates, Washington, D. C., has been appointed to handle advertising and public relations for WBTW-TV, Florence, S. C. The station is a property of Jefferson Standard Broadcasting Co., which also owns broadcasting properties in North Carolina.

Raytheon Names Two

Van M. Stevens Jr. has been named assistant to the corporate director of commercial marketing services of Raytheon Co., Waltham, Mass., and Fred H. O'Kelley Jr. has been appointed marketing manager for the company's commercial apparatus and systems division.

MGM Agency Adds Six Clients

MGM Advertising Inc., Cleveland, has acquired the following six new accounts: Bailey Co., Dy-Dee Wash Inc., Star Muffler, Forest Meadow Homes, G. J. Goudreau Co. and Qua Buick.

Bulow to Nor Cal Agency

Harry Bulow Jr. has joined Nor Cal Advertising as general manager of its Sacramento office. He was formerly an account executive with KXTV, Sacramento.

Jolly Rancher Names Agency

Welch, McKenna, Denver, has been named advertising and public relations counsel by Jolly Rancher, Wheatridge, Colo., candy maker-distributor.

SSC&B Names Two AEs

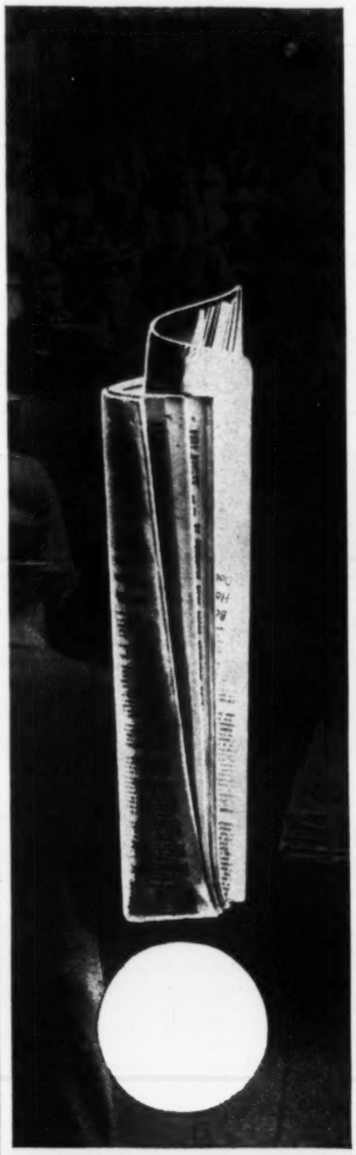
Sullivan, Stauffer, Colwell & Bayles, New York has appointed Norman Vale an account executive on Carter Products and Wright Ferguson an account executive on the Noxzema group. Mr. Vale formerly was with Grey Advertising Agency; Mr. Ferguson was with Benton & Bowles.

Media Director Appointed

Marie-Anna Hofmann has been appointed director of media of Sander Allen Inc., Chicago. A native of Frankfurt, Germany, Miss Hofmann since coming to the U. S. in 1950 has been with *Salesman's Opportunity* and Aubrey, Finlay, Marley & Hodgson, Chicago.

Presto, Alco to Packard

Presto Adhesive Paper Co., Glendale, Cal., and Alco Chemical Co., Artesia, Cal., have named Jack Packard Co., Glendale, to handle their advertising.



234,333
YOU CAN'T IGNORE

. . . or else you'll miss the many potential customers from the metropolitan area alone who read the Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

KEEP YOUR EYE ON THE TIMES

Detroit Times
Represented nationally by
HEARST ADVERTISING SERVICE INC.

ALL NEW FOR 1960!

Outdoor sells cars hard when and where the selling is good

Auto makers take a back seat to no one when it comes to moving products. That's why Outdoor advertising shows up so big in their media mix.

Auto makers know Outdoor delivers more prospects at a lower cost per exposure than any other medium. Outdoor hits prospects *wherever* they drive... *when* they're most receptive... in big full color.

There's no more flexible medium. Outdoor blankets the nation at new car introduction time. Then settles down for the long hard pull of year-round selling. And it's quick on its feet... quick to change with the market situation.

Selective, hard-selling, big. These are the words for Outdoor. Ask an OAI man to show you how Outdoor posters, painted bulletins and spectaculars can sell hard for you... whether you sell cars, packaged products or soft goods.

He'll put at your disposal all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated—the national sales representative of the Outdoor advertising medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

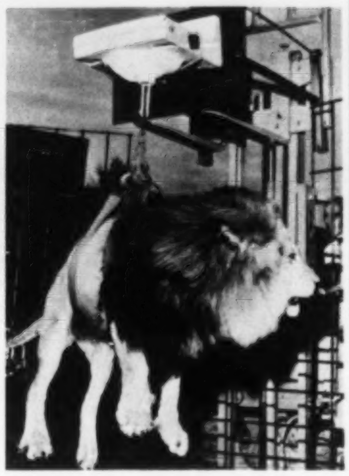
OAI OUTDOOR ADVERTISING INCORPORATED

Merchandising Ideas

Lion Shows 'How to'

• How to dramatize "an excellent but staple product" was a recent problem of Universal-Rundle Corp., New Castle, Pa., maker of bathroom and kitchen fixtures, and its agency, Geyer, Morey, Madden & Ballard. The advertising problem was resolved in the lion's den, with a photograph of King Solomon, 600 lb. lion, dangling from a lavatory. Joseph R. Schmitt, Universal-Rundle ad director, wanted to point up the strength of its patented hanger, the Uni-Lox, which holds the lavatories to the wall.

Working with E. G. Frost, Geyer vp in charge of the Dayton office, Mr. Schmitt came up with the idea of using a 600-lb. lion to illustrate the point. So, a safari moved off to the lion's den at Chateau Theatrical Animals' Fairlawn, N. J., farm, where King Solomon was encouraged to pose. Mr. Frost says this is the first time he had to go into a lion's den for a client, but feels the resulting advertisements were "well worth it."



LION LOAD—*This photograph will be used to dramatize plumbing fixtures made by Universal-Rundle Corp. in a spring ad campaign.*

'LHJ' Sends Color Selector

• A new color selector for retailers is being mailed by the *Ladies' Home Journal* to department stores and specialty shops across the country. The fashion service features swatches of material arranged on a large gate-fold display card to suggest appropriate color schemes to sales personnel in hosiery, leather, fabrics and foundations-lingerie apparel categories. A three-page history of color accompanies the color selector, which will be mailed twice a year, fall and spring, and which can be used at point of sale.

IRWIN R. TUCKER CO.
300 W. WASHINGTON STREET · CHICAGO 6, ILL.
PHONE CENTRAL 6-9480
CHICAGO FOOD BROKERS
COMPLETE DEPENDABLE COVERAGE OF THE CHICAGO MARKET

Decorator Kit Sells Paint

• More than 20,000 gals. of Dutch Boy Nalplex paint were sold by National Lead Co., San Francisco, during a 60-day promotion in 11 West Coast states spurred by the giveaway of a home decorator's kit for the "do-it-yourself-home owner," the company reports. The decorator kit, valued at $3.50, was given free with the purchase of two gals. of Dutch Boy one-coat flat wall finish paint. A similar promotion by National Lead was held on the East Coast last spring.

Heavy duty polyethylene bags, produced by Dobeckmun Co., Cleveland, a division of Dow Chemical Co., were used to package the decorator kits which included six items: a roll paint roller, a metal tray, a 1½" brush, a dropcloth, a supply of spackle compound and a "how to" holder of ideas and short cuts.

DECORATOR KIT—*These home decorator kits, offered free with purchase of Dutch Boy paint, helped sell thousands of gallons of paint for National Lead Co.*

Space Map Promotion Pulls

• A portion of the citizenry is ready to blast off if response to outer space maps is any gage, Dayton Industrial Products Co., Melrose Park, Ill., has reported. In an unexpected response to a recent promotional program, Dayton Industrial has been bombarded with requests for copies of a colorful map of outer space mailed to company customers in the industrial, railroad and agricultural fields. The company, a division of Dayton Rubber Co., makes V-belt drives and related products. "We've filled about 1,500 requests in the first week and are getting requests at the rate of nearly 100 a day," Jack Young, advertising manager, said. More than 6,000 maps have been distributed. The map, prepared by Rand McNally & Co., contains a display of the planets, their moons and orbits and data on size, topographical makeup and rotational speed.

Dayton originally mailed the map to industrial personnel, but is getting requests from school boards, teachers, boys' clubs, scouting organizations, churches and a request for five maps for the City Planning Commission of Topeka, Kan.

Herman Gives Free Cookbook

• Edlen Herman Products, Philadelphia, in a special promotion is giving a free cookbook with each packaged set of Campbell Kids magnetic pot holders and Campbell Kids household helper sets. The cookbook, by Campbell Soup Co., contains recipes for using soups in many ways. The potholder sets retail for 49¢; the household helper sets for 69¢.

Campbell Kids
MAGNETIC
POT HOLDERS
Campbell Kids
KITCHEN HELPERS

FREE OFFER—*Edlen Herman Products is enclosing a free cookbook with its Campbell Kids kitchen helpers.*

Mercury Dial Aids Decisions

• Mercury Service Systems, New York, has come up with a novel tool called the "Executive Decision Decider" to give its messenger service, air freight and rush trucking customers "an efficient and effective means of solving their major problems, giving them more time to devote to insignificant detail." The Executive Decision Decider is a dial which can be spun to any one of 32 numbers. When the dial stops, the number indicated is checked against a master list which automatically indicates the decision. The 32 decisions include "put it on expense account," "brainstorm it," "see my psychiatrist," "blame the ad agency," "refer it to assistant." Copies may be obtained from Mercury Service Systems, 461 Fourth Ave., New York.

Store Opens Husbands' Bar

• Men living in Lisbon, no longer will treat as a duty the time spent shopping with their wives at the Grandella, Lisbon department store, with the opening of a "husbands' bar" at the store. The bar is furnished with lounge chairs and tables, so the husbands may sit down, order a drink, light a cigaret and relax. Grandella also has installed 93 new Regna cash registers, made by Jorgen S. Lien Industries, Bergen, Norway, in its modernization program.

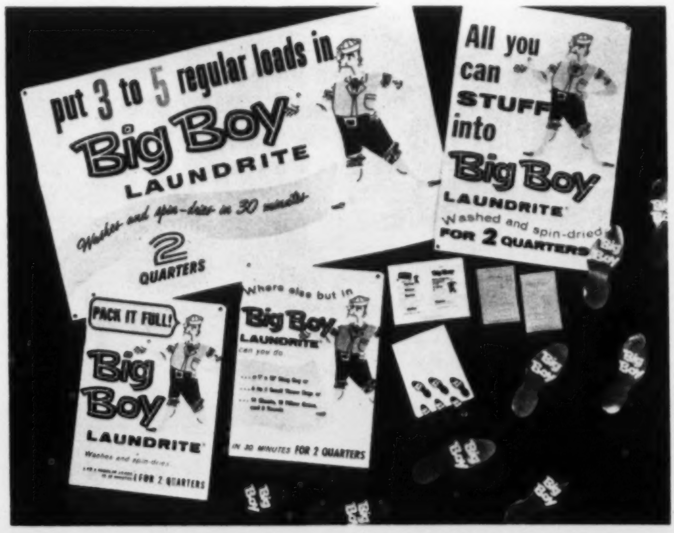
Agency Sells Costly Ranch

• An advertising agency is not often called on to help market a single item—particularly a lush ranch-type residence on 41 acres selling for $250,000. That, however, is the specific assignment recently handed Kennedy-Hannaford, Oakland, Cal., by its client, Mar Monte Corp., and Mar Monte's sales agent, Coldwell, Banker & Co. The ranch, in suburban Contra Costa County across the Bay from San Francisco, was well suited for the care of fine horses, according to Pete Hannaford, agency vp. So wealthy horse owners became the key prospect list.

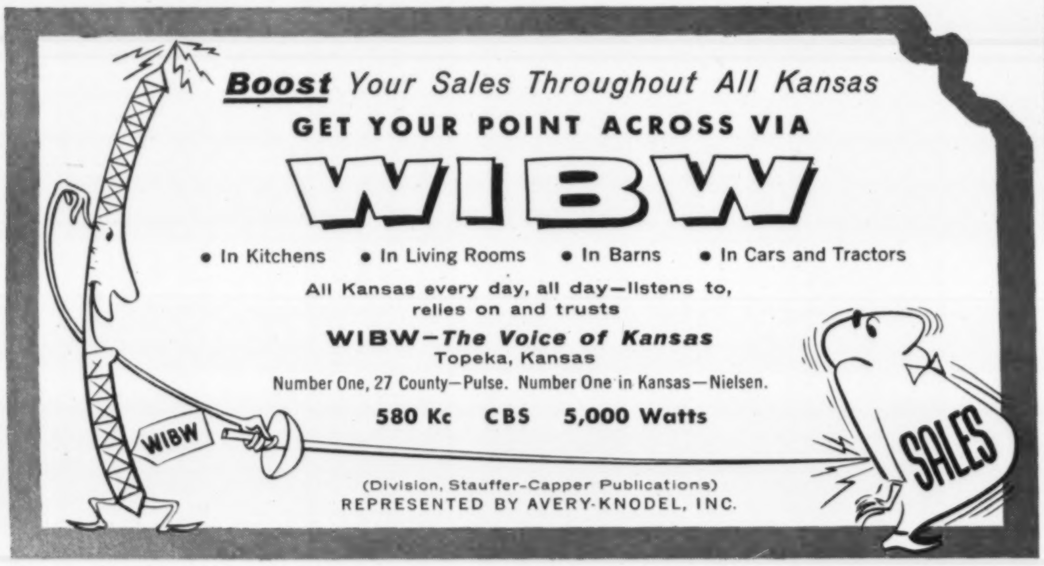
The agency first developed a mailing list of top prospects, then produced an unusual editorial photo-essay booklet instead of the traditional real estate prospectus. Soon after the initial mailing, Mr. Hannaford told ADVERTISING AGE, "telephone inquiries came from as far away as New York and as near as down the road from the ranch." Within 90 days the property was sold—to wealthy horse owners from the Midwest.

Troy Promotes With Kit

• A robust sailor dubbed "Big Boy Laundrite" is the central figure in a merchandising kit designed to attract housewives with laundry problems to self-service, coin-operated laundries. Created by Troy laundry division, American Machine & Metals, East Moline, Ill., Big Boy Laundrite in addition to merchandising the services of the WX 25 Troy machine aims to provide coin-operated laundry owners with a packaged promotion program. The kit contains ad mats and radio commercials in which



BIG BOY LAUNDRITE KIT—*These merchandising aids are part of a kit offered by Troy laundry division, American Machine & Metals, to coin laundry owners who install WX 25 washer combinations.*


Boost *Your Sales Throughout All Kansas*
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—*The Voice of Kansas*
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

IN CANADA... who buys?

No one level of management does all the corporate buying—management buying teams consider, decide on and authorize major purchases. When you advertise in The Financial Post you reach, influence and sell the multiple buying influences—the really important buying teams. The Financial Post is Canada's foremost publication for management. Write for validated facts.

The Financial Post
A MACLEAN-HUNTER PUBLICATION

481 University Avenue, Toronto 2
West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

HUSBANDS BAR—*Grandella, department store in Lisbon has opened this "husbands' bar" to keep husbands happy while wives shop.*

the laundry's name and address can be inserted, banners, posters and other aids. The kit is available to all owners of laundries who install the WX 25 washer combinations in their coin operated self-service laundries.

Bradley, Venning Adds One

O'Cedar of Canada Ltd. has appointed Bradley, Venning, Hilton & Atherton Ltd., Toronto, as its advertising and pr agency.

American Lumberman
dsc
Dealer
Sales Control:
New Dimension
in the Building Market

how can a **magazine** change a market?

How can a magazine create a program that changes the building industry? Build 760,000 homes a year? Put custom remodeling on a mass production basis? Create a new retail industry? American Lumberman and Building Products Merchandiser did manage these formidable accomplishments with a program, DSC—Dealers Sales Control. How? 26 issues a year for 14 years by an award-winning editorial staff with a single purpose, dealer workshop clinics to sharpen management skills, store design and layout service to design new retail stores, a consumer magazine for dealers to use in selling new homes, home improvements. Details on DSC and the new market it has created are available.

American Lumberman
and Building Products Merchandiser
59 E. MONROE ST., CHICAGO 3, ILL.

Ward Offers Trial Camera

• Montgomery Ward & Co., Chicago, is sending its mail order customers a special mailing which offers a Bell & Howell matched home movie outfit, retailing at $149.95, for a 30-day home trial. The offer includes a movie camera, camera case, bar light, projector, screen, plus two films to show. If the customer keeps the outfit, he is entitled to free b&w film for the next two years. To get the movie outfit the customer is invited to return an enclosed card after checking several options: charge it to revolving charge account, add on to monthly payment account, pay in full, or open a Ward account. If the customer returns the movie equipment, he is entitled to keep the two films as a gift.

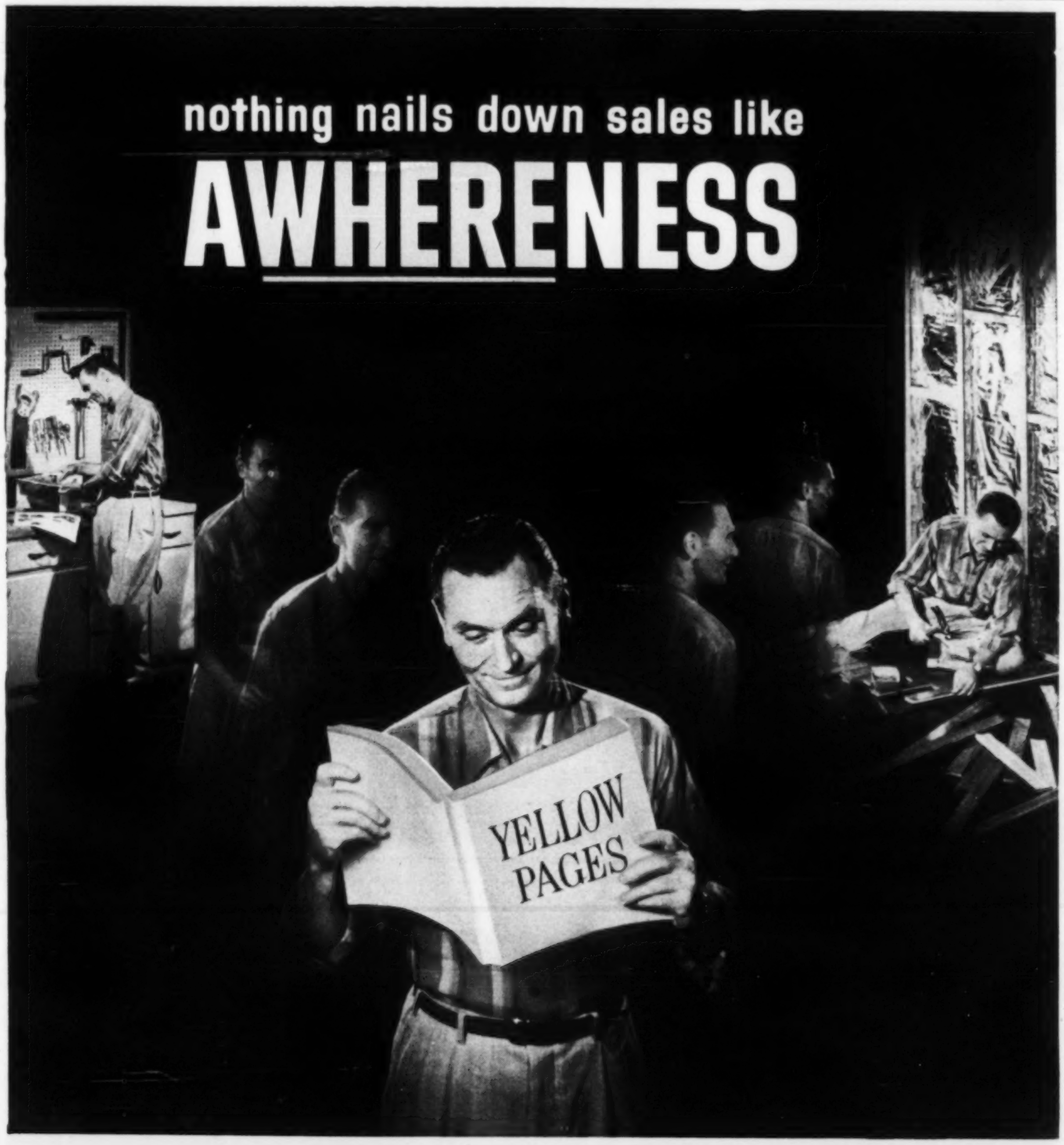
CALENDAR OF MONTH—*The Saran Wrap division of Dow Chemical Co. is sending this monthly calendar, each with special food promotion theme, to food editors.*

Saran Wrap Mails Calendar

• The Saran Wrap division of Dow Chemical Co., Midland, Mich., is mailing a 12-edition calendar, month by month, to food editors of newspapers, magazines and farm publications, food publicists and home economists in the food, appliance and utility industries. The first edition, January, contained a clipboard to hold each of the 12 monthly editions. The top half of the two-section calendar shows the month, with space for daily notations; the bottom section carries illustrated seasonal menus, shorts and fillers tied in with different food association promotions featured each month. The Poultry & Egg National Board will be featured in March. January promoted the National Live Stock & Meat Board and February, the National Confectioners Assn. #

Campbell-Ewald Promotes 3

Three account supervisors have been elected vps of Campbell-Ewald, Detroit: John V. Doyle, Harold J. Hubert and John W. Clason.


nothing nails down sales like
AWHERENESS
YELLOW PAGES

and nothing builds AWHERENESS like the Yellow Pages

From Hardware to Lumber, whatever you sell, you'll sell *more* when AWHERENESS of your product or service directs prospects to your local outlets—through the Yellow Pages.

For the manufacturer of national brand-name products, Trade-Mark Service in the Yellow Pages tells prospects where they can find his local outlets. For the local businessman, Yellow Pages advertising makes the community aware of the products and services he offers.

Remember, nothing builds AWHERENESS for your business like the Yellow Pages—the shopping guide used by 9 out of 10 shoppers.

Let the Yellow Pages man help you plan an AWHERENESS program for your business. Call your local Bell telephone business office today.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

BIG
SIZE
SMART WAY TO BUY
Budweiser
Budweiser

BIGNESS—*Dealers will receive this point of sale display kit as part of Anheuser-Busch's "Big Size" promotion starting in March to sell large-size packages of all items. Ads will run in magazines, Sunday supplements and outdoor posters, plus special commercials on radio and tv.*

Court Decides Canada Brewer Isn't Monopoly

Canadian Breweries Cut Ads $1,000,000, Lost 3% of Ontario Market: Dowie

TORONTO, Feb. 16—Canadian Breweries Ltd., the company that was created out of 37 breweries and is the biggest beer producer in the country, has been acquitted on a Combines Investigation Act charge of operating a combine. The celebrated case, which began Oct. 13 and lasted 38 days, was the first in history to test federal legislation covering the formation and operation of a merger, and the first to test the premise that the company's growth would lessen competition in the industry.

In a two-hour oral judgment handed down in Ontario supreme court, Chief Justice J. C. McRuer said:

"Has it been proved beyond a reasonable doubt that a merger has conferred on the accused the power to carry on its activities without competition or substantially without competition? I think the irresistible answer is no."

Associate Crown Prosecutor R. B. Robinson said it would be up to the Department of Justice to decide whether or not the judgment of Chief Justice McRuer would be appealed.

The trial was one of the costliest in Canadian legal history, with lawyers' fees alone estimated to run to more than $150,000. The Crown called scores of witnesses and introduced 960 exhibits during the first stage of the hearings.

■ The trial was resumed after Christmas, and the defense surprised the Crown by closing its case after calling only four witnesses.

Canadian Breweries Ltd. pleaded not guilty to operating a combine consisting of a merger, trust or monopoly under the Combines Investigation Act.

Trial evidence showed that Canadian Breweries was not in a position to control the beer market because it has stiff competition from Molson's Brewery Ltd. and John Labatt Ltd., the two other giants in the industry.

And Chief Justice McRuer said the evidence was quite clear that the question of price was in the hands of each province. He said the Liquor Control Board of Ontario had fixed prices for beer sold between 1930 and 1958.

■ Said Justice McRuer: "It is obvious there was nobody other than the Liquor Control Board to establish a beer price in Ontario.

"It cannot be questioned that the merger has brought about a reduction in the number of brands of beer on the market, but there is no evidence to show that the public interest has been detrimentally affected."

Canadian Breweries' share of the market jumped from 11.2% in 1931 to 60.9% in 1958. Labatt and Molson now have 34% of the Ontario market.

Carling Brewing Co., Cleveland, is a subsidiary of Canadian Breweries. The U.S. company has enjoyed a big increase in its share of the market during the past 10 years, having become the fourth largest U.S. brewer in 1959 with sales of 4,307,000 bbls. Canadian subsidiaries include Carling Breweries Ltd., Dow Brewery Ltd. and O'Keefe Brewing Co.

■ Ian R. Dowie, president of Canadian Breweries, told the court that beer sales would decline if beer ads were cut. Canadian Breweries reduced its total marketing budget in Ontario by $1,000,000 in the past year, he said, and as a result lost 3% of the total industry business.

It was reported at the trial that Carling Breweries Ltd. spent $4,500,000 on sales and advertising in 1959. O'Keefe, it was said, spent $4,350,000 (Ontario and Quebec), and Dow $5,000,000. #

Magazines Help Library Week

Thirty-three magazines and Sunday supplements, including *Life*, *Look*, *Reader's Digest*, *This Week*, and *The Saturday Evening Post*, have donated space through April to help promote National Library Week, which will be held from April 3 to 9.

Helene Curtis Calls Summit 'Infringement' Lawsuit 'Ridiculous'

CHICAGO, Feb. 16—Summit Laboratories, Indianapolis, has filed suit for $4,218,000 against Helene Curtis Industries, Chicago, charging unfair trade practices, copyright infringements and unfair competition.

The suit was filed in U.S. district court in Chicago and assigned to Judge Walter LaBuy.

Summit markets HairStrate, a preparation designed to reduce excessive curliness in hair. It is sold to beauticians and designed primarily for the Negro market. Summit charges that Curtis' new product, Ever-perm, which has just been introduced, is a "copy" of HairStrate.

Summit also claims that Curtis "plagiarized" the packaging, sales promotion techniques and technical instructions of HairStrate.

Leon C. Baker, attorney for Helene Curtis, said the suit is "ridiculous." He said his company has "not infringed on any copyright," and added that instructions for similar products are necessarily similar. #

Gregg Heads Delicate Corp.

William G. Gregg, formerly advertising and sales promotion manager of Delicate Corp. of America, Chicago, has been named president of the company, which makes sanitary napkins and dispensers. He formerly was with Gordon Best Co., Grant Advertising and Buchen Co.

Elbert Agency Opens

Elbert Advertising Agency has opened at 201 Bear Hill Rd., Waltham, Mass. It is headed by Elbert A. Taitz, formerly a vp of Arnold & Co., Boston. He has also been advertising manager of Jet Spray Corp. and product ad manager of the Bolta products division of General Tire & Rubber Co.

(take your

1st in TRENDEX

	average audience ratings*
ABC	19.9
NET Y	19.7
NET Z	14.4

*Source: Trendex Report (including first West Coast measurement) 7 days ending Feb. 7, 8-10:30 PM

ABC TELEVISION

Crossett Lumber Broadens Its Print Lineup, Adds 'Post'

CROSSETT, ARK., Feb. 17—The largest advertising campaign in the history of Crossett Lumber Co., a division of Crossett Co., has begun to appear in building annuals and *The Saturday Evening Post*.

C. Raymon Greenwood, director of public relations, would not disclose the advertising budget. He said that last year Crossett inserted ads in some of the building annuals, but this is the first appearance in the *Post*.

The ad is a color spread featuring interior lumber—siding, flooring, trim, paneling and ceiling. The agency is Fitzgerald Advertising, New Orleans.

The same ad is appearing in *Better Homes & Gardens Home Building Annual*, and is scheduled for *House Beautiful Building Manual, House & Gardens Book of Buildings*, and *Living's New Guide to Home Planning & Remodeling*. #

John Donnelly Names Three

John Donnelly & Sons, Boston, outdoor advertising company, has promoted James M. Connolly, New England regional manager, to vp. Donnelly also has named Howard P. Grinager, formerly New England regional sales manager of Coca-Cola, assistant chief of operations and E. N. (Bud) Hyde, formerly outdoor media buyer of Doyle Dane Bernbach Inc., national sales representative in New York.

Scam to Kreicker & Meloan

Scam Instrument Corp., Chicago manufacturer of annunciators, alarms and monitoring systems, has appointed Kreicker & Meloan, Chicago, to handle its advertising and sales promotion. Paul J. Steffen Co., Chicago, is the previous agency.

'American Machinist's' New Name Aims to Reflect Readership by Execs, Not Machinists

NEW YORK, Feb. 16—*American Machinist*, one of the oldest business publications in the U.S., which with its Feb. 18 issue will change its name to *American Machinist Metalworking Manufacturing* (AA, Feb. 15), accounts for the switch as a measure aimed at making the logotype represent more accurately the nature of the publication.

The name change of the McGraw-Hill publication, first published in November, 1877, by Miller & Bailey, will involve no changes in editorial content, format or personnel.

The publication, explained George Reppert, publisher, is "a magazine covering all the manufacturing processes and techniques in metalworking; the manufacturing planning and engineering involved therein and the manufacturing control required to do these things effectively.

"The change simply incorporates the present sub-title, 'The Magazine of Metalworking Manufacturing,' into the main title."

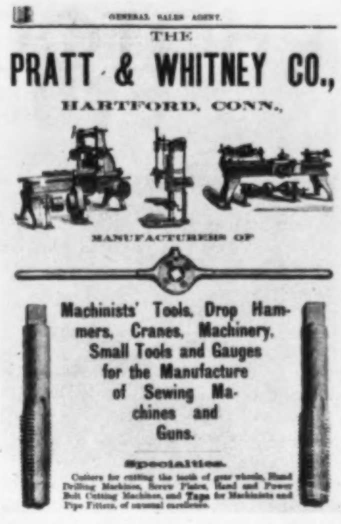
■ When *American Machinist* was founded, he said, its name was descriptive because the machinist usually also operated the machine shop.

"For many years," however, the name has been "a misnomer," he added. "The magazine is edited for men who comprise manufacturing management at all levels in the metalworking industry," he said, and "not for the man at the machine."

Subscriber and advertiser alike will welcome the name change, he predicted, because, he said, editorial appeal and advertising market reached will be more sharply pinpointed.

The Audit Bureau of Circulations statement, for the six months ending December, 1959, will be in a new form, based on reader function rather than title. Circulation will be broken down by top management, manufacturing engineers, and plant management.

To announce the name change, spreads in *American Machinist Metalworking Manufacturing* and in marketing publications were used, plus direct mail reprints of the announcement ads. #



THE
PRATT & WHITNEY CO.,
HARTFORD, CONN.,

MANUFACTURERS OF

Machinists' Tools, Drop Hammers, Cranes, Machinery, Small Tools and Gauges for the Manufacture of Sewing Machines and Guns.

Specialties.

ORIGINAL ADVERTISER—*Pratt & Whitney, Hartford, used this page in American Machinist's first issue, November, 1877.*

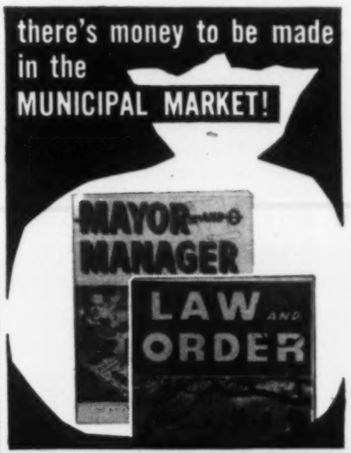
ABC Appoints Velotta

Thomas A. Velotta, who had been a vp in the West Coast office of American Broadcasting Co. until last October, when he moved to the New York office, has been named to the new post of vp for special projects in the news and public affairs department. He will be in charge of coordinating the scheduling and departmental sales development efforts on behalf of informational programs, as well as the national political conventions and other election year programs.

DeSoto Chemical Names Karl

DeSoto Chemical Coatings, Chicago, has appointed George A. Karl manager of marketing research. Mr. Karl was formerly with Buchen Co.

there's money to be made in the MUNICIPAL MARKET!



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) **chiefs** costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER
72 W. 45th St • New York 36, N.Y. • MU 2-6606

choice)

1st in NIELSEN

	average audience ratings*
ABC	21.6
NET Y	21.0
NET Z	17.9

*Source: Nielsen 24 Market TV Report, for seven days ending January 31, 8-10:30 PM, Mon.-Sun.

ABC TELEVISION

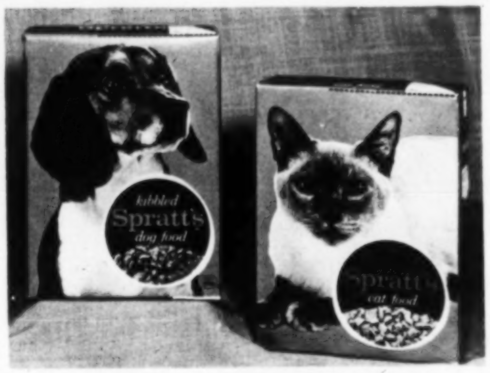
PHOTOGRAPHIC REVIEW

Phillip Badenoch West
Scanlan Rector Kines Snitman Whiting

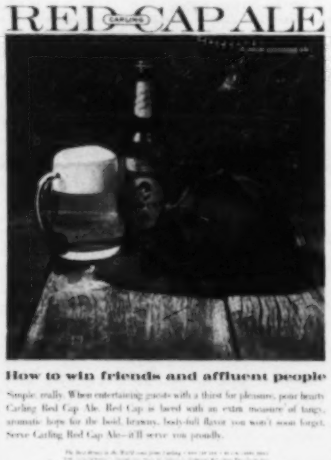
STUDENTS AND TEACHERS—*Northwestern University students Pat Scanlan, Janice Rector, Elinor Kines, Joy Snitman, and Clair Whiting attend "Closed Circuit," third annual workshop of the Chicago chapter of the American Women in Radio & Television, as representatives of a class on broadcasting for senior women at Northwestern to be held this spring. The Northwestern class was inaugurated last year with cooperation of AWRT. AWRT members who will participate as guest lecturers and counselors are Lee Phillip; Betty Ross West, coordinator of the course, and Nena Badenoch, national AWRT president.*

Kosinski Scott Pyle

OPEN HOUSE—*Mail Advertising Corp. of America celebrated its 10th year in the Chicago market by holding an open house. Among those present were Roy Kosinski, Don Kemper Advertising Co.; Jules Scott, Vaughan's Seed Co., and Rocky Pyle, of Mail Advertising Corp.*



NEW—*Spratt's dog and cat foods packages have been redesigned, the first package change since General Mills acquired Spratt's in December, 1958. Also, for the first time, Spratt's products will carry Betty Crocker coupons, which already appear on 40 of her General Mills products.*


RED CARLING CAP ALE

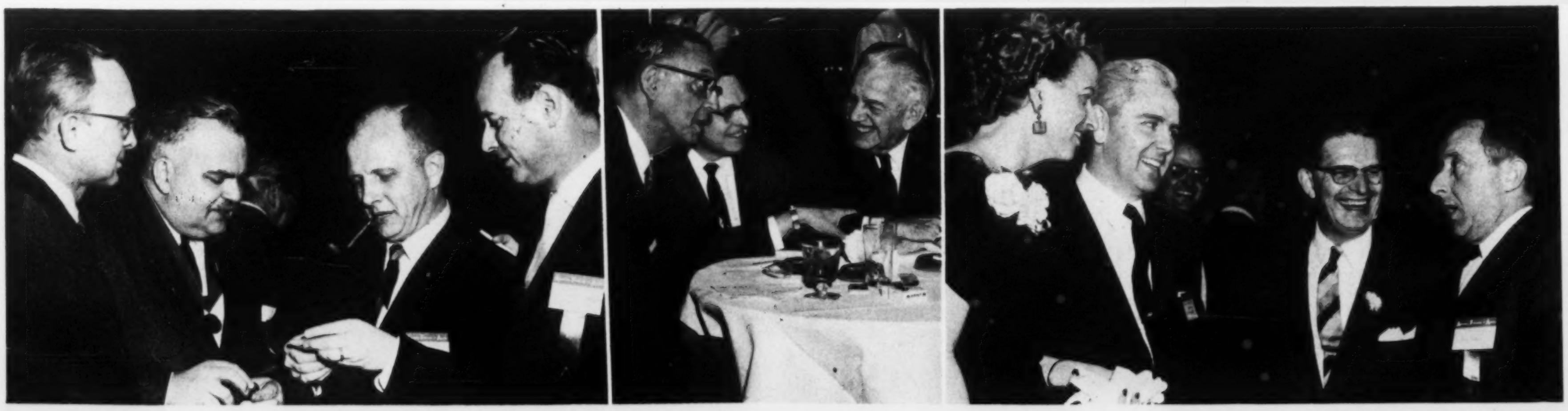
How to win friends and affluent people

Simple, really. When entertaining guests with a thirst for pleasure, pour hearty Carling Red Cap Ale. Red Cap is laced with an extra measure of tangy, aromatic hops for the bold, brawny, body-full flavor you won't soon forget. Serve Carling Red Cap Ale—it'll serve you proudly.

RED CAP—*Carling Brewing Co., Cleveland, kicks off a magazine campaign for its Red Cap ale with junior pages in Esquire, Holiday, The New Yorker and Sports Illustrated starting in March. Benton & Bowles, New York, is the agency.*

Russell Woodell Veve Musnik Stoetzner Rourke Thompson

WELCOME, DENTSU—*The largest advertising agency based outside the U.S.—Dentsu Advertising of Tokyo—has opened a three-man service-and-liaison office in New York (at 342 Madison Ave.). Dentsu, which bills more than $100,000,000 with some 5,000 clients, does not plan to place any advertising through this office. Welcoming the Japanese invasion at a reception held at New York's Nippon Club were Emilia Veve, manager of the foreign department at the American Assn. of Advertising Agencies; Bernard Musnik, who heads a similar office here for Publicis, of Paris; Eric Stoetzner, foreign ad director of the New York Times; Neil Rourke, vp of Gotham-Vladimir Advertising; Fred Thompson, ad director of the Reader's Digest; William Russell, manager of the New York field office of the U.S. Department of Commerce, and Shirley Woodell, longtime international vp of J. Walter Thompson Co., now in semi-retirement in North Carolina.*



Johnson Simon Poff Chernault Brown Santmon Beall Sweet Moore Hattwick Jaffe

AFA, WASHINGTON—*Among notables of advertising and allied fields present at the Advertising Federation of America second midwinter conference reception in Washington (AA, Feb. 8) were Shields Johnson, Times-World Co., Roanoke; Morton Simon, general counsel, AFA; Rep. Richard Poff (D, Va.); George Chernault, WSLS, Roanoke; Rep. Clarence Brown (R, O.); W. J. Santmon, advertising manager, Herald Mail Co., Hagerstown, Md.; Sen. J. Glen Beall (R, Md.); Elizabeth Sweet, Bill Sweet Pump Co., St. Petersburg, Fla.; Wendell D. Moore, director of advertising, Dodge division, Chrysler Corp., and president of the Adcraft Club of Detroit; M. S. Hattwick, director of advertising, Continental Oil Co., Houston, and Frank Jaffe, advertising lawyer, Miami.*

"We think it imperative to read Ad Age"

MR. McKEOUGH

Gene McKeough entered advertising as a retail copywriter for furniture at Montgomery Ward, shortly after his graduation from Loyola University (Chicago) in 1950. He advanced quickly at Wards, rising to sales promotion manager of the sporting goods division before leaving to try his hand in the agency field. His agency credits include copy-contact work at the J. R. Pershall Co. and account executive experience at Beaumont & Hohman. In 1956, Mr. McKeough came to Cunningham & Walsh as an account executive, where his efforts are now exclusively devoted to Sara Lee.

MR. HARRIS

Armed with a University of Wisconsin degree and a variety of agency experience, Ken Harris joined the Kitchens of Sara Lee in 1954 as a divisional sales manager handling the introduction of products in many key markets.

Two years later, he was promoted to the post of advertising manager for the Chicago firm. With eight nationally distributed baked-goods products and a new frozen chicken main-course line, Sara Lee sales now top $20,000,000 annually Mr. Harris is responsible for an ad budget of over $1,500,000.

Say

KENNETH A. HARRIS
Director of Advertising
Kitchens of Sara Lee

and

ALAN E. "GENE" McKEOUGH, JR.
Sara Lee Account Executive
Cunningham & Walsh, Inc.

"The importance of Advertising Age and its interest to us is best demonstrated by the fact that nearly every week's issue occasions an interchange of correspondence or conversation between Sara Lee and Cunningham & Walsh. We think it imperative for everyone concerned with the Sara Lee account or with any facet of the advertising business to read Ad Age."

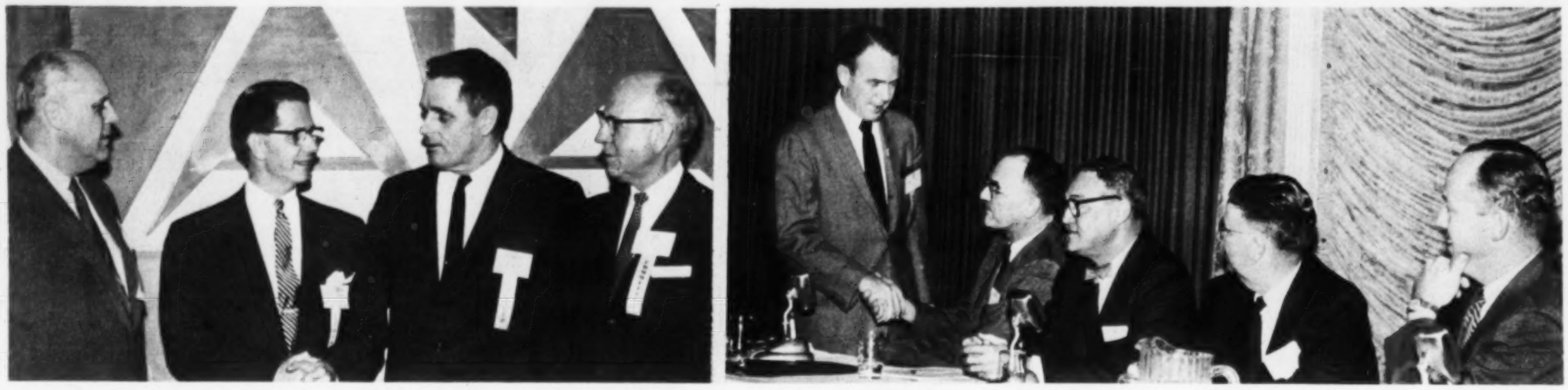
1 Year (52 issues) $3

ABC ABP NBP

Advertising Age

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK



Johnson Hattwick Fish Robinson Frost Tipton Dundas Penney Chesser

FORUM—*At the 50th anniversary forum of the Houston Advertising Club (AA, Feb. 15) were Arno Johnson, vp, J. Walter Thompson Co.; Mel Hattwick, the Houston adclub's president and advertising director, Continental Oil Co., who was chosen as the club's adman of the year at the meeting; Jim Fish, board chairman, Advertising Federation of American and General Mills advertising director; Spencer Robinson, finance chairman of the forum; Donald S. Frost, board chairman, Assn. of National Advertisers, and vp, Bristol-Myers; Bill Tipton, Dallas regional director, National Conference of Christians and Jews; Bob Dundas, vp, Foley's department store; A. B. Penney, marketing director, Humble Oil & Refining Co., and Alec Chesser, advertising director, Houston Natural Gas Corp.*

No Law Keeps FTC from Citing Media: Kintner

(Continued from Page 3)

be "substantial improvement" in advertising, and he asked for cooperation among media, advertising clubs and better business bureaus.

The commissioner told the pr men that publicity is given an important role by the FTC.

"Public information is an important weapon in the commission's arsenal," he said. "You people should realize this more quickly than some. With this realization, you should be able to use your initiative and creativeness to keep your clients away from the borderline and on the safe side of truthful representations.

"The present situation presents you with a real opportunity to do what your profession calls for you to do. The advertising side of management must be concerned with sales and may be tempted to lose sight of public relations problems in a single-minded determination to sell.

■ "Despite the warnings and dramatic developments of recent months and the efforts of advertising groups to respond to them in statesmanlike fashion, the enthusiasm for sales may lead to trouble. Management, when in a competitive fight, can lose sight of the public and turn a more sympathetic ear to the sales minded adman. Your challenge and your opportunity is to remind the maker of business policies of the importance of public relations, meaning good public relations."

Noting that "an FTC order lasts forever," Mr. Kintner declared: "Any short-term advantage from the sales standpoint in a deceptive practice may be far outweighed by the long term damage to a business man's reputation."

In response to another question from the PRSA audience, the commissioner stated that very few recipients of FTC complaints are surprised, but they wish the public to believe they were surprised.

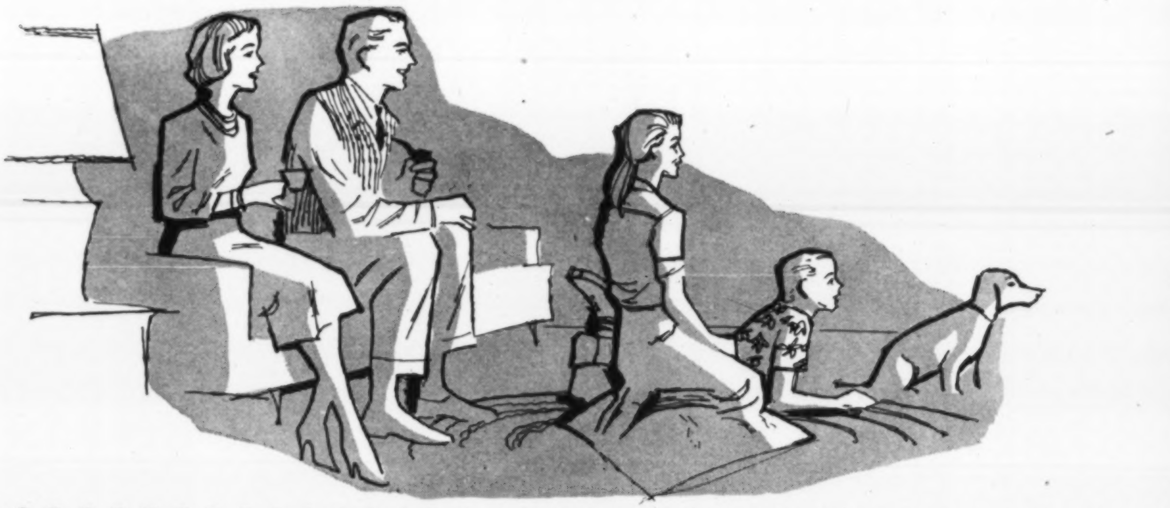
"It is completely naive to assume that they are surprised," he said. #

Reach Is Board Chairman

Charles Dallas Reach is still active as chairman of the board of Reach, McClinton & Co. and is not retired as inaccurately reported in the Getting Personal Column in the Feb. 15 issue of ADVERTISING AGE. "The report of my retirement is greatly exaggerated, to paraphrase Mark Twain," he protests.

IN SOUTH FLORIDA—Palm Beach

RESIDENTS AND TOURISTS



WTVJ South Florida Set Count	
January 1, 1960	
Permanent Residents	462,100
Tourist Only	66,500
Total	528,600

Only WTVJ—
with unduplicated network signal—
delivers TOTAL COVERAGE
of South Florida!

CBS

Scott Appeals Decision in Newspapers' Anti-Trust Case

Scott Publishing Co., Seattle owner of the daily *Tri-City Herald*, which lost an anti-trust suit that had asked $7,000,000 in damages and attorney's fees, has filed an appeal in federal court. Scott's suit was against the Columbia Basin Publishers Inc., owner of the rival *Columbia Basin News*, and also against the International Typographical Union. Federal Judge W. D. Murray ruled in December, after a two-month trial, that Scott was not entitled to recover. Scott charged a conspiracy to drive the *Tri-City Herald* out of business.

Judge Murray held that there was no conspiracy but that the owners of the *News*, in going to daily publication shortly after the typographical union went on strike against the *Herald* in 1950, sought to use the strike as an opportunity to establish a daily paper in the tri-cities of Pasco, Kennewick and Richland, Wash.

Trendex TV Ratings
Feb. 1-7, 1960

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	36.0
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	30.1
3	Father Knows Best (Scott, Lever, CBS)	27.4
4	Real McCoys (P&G, ABC)	27.4
5	Maverick (Kaiser Industries, Drackett, ABC)	27.4
6	The Untouchables (Several sponsors, ABC)	26.9
7	Perry Mason (Several sponsors, CBS)	26.8
8	77 Sunset Strip (Several sponsors, ABC)	26.7
9	Danny Thomas (General Foods, CBS)	26.6
10	Red Skelton (Pet Milk, S. C. Johnson & Son, CBS)	25.8

NOTE—Compiled from Trendex sources.

*Ratings are based on the one broadcast during the week of Feb. 1-7, 1960.

Chuck Shields Opens Offices

Charles L. Shields has formed his own agency, Chuck Shields Advertising, with offices at 204 Bona Allen Bldg., Atlanta. Mr. Shields formerly held copy posts with Liller, Neal, Battle & Lindsey, Kirkland, White & Schell, Burke Dowling Adams Inc. and Bozell & Jacobs.

Remington Boosts Shayne

Jack Shayne, former ad and promotion manager of Remington Rand's agencies and mechanical services departments, has been named ad manager of the company's portable typewriter division. He succeeds Richard Rothfuss, who continues as chief of the advertising creative section in the division.

Paar to Reshoulder NBC Billings Load

(Continued from Page 3)

voiced the hope that he'd come back. Seven Block products share a 39-participation schedule on the program during the first quarter of this year.

Advertisers in the Paar lineup emphasize that this lively controversial program has three major advantages: (1) It has built (and it still building, thanks to the headlines) "quite an audience" for those commercial inserts; (2) the audience is a highly loyal one and seems to carry that loyalty over to the sponsors' products, despite the number of complaints received about the frequency of the sales interruptions, and (3) the relaxed, insomniac audience appears to sit still for the commercials, with less dashing out of the room during the breaks than in earlier shows, aired while the viewers are still energetic.

■ One sponsor, who also tabbed himself as a Paar watcher, noted that several advertisers really don't have to worry much about what the association with the star of the show does to their commercials, since the "more sophisticated" advertisers on the program rarely ask Mr. Paar to help with the commercials any more, except perhaps for lead-ins.

This sponsor said it is better to use film or announcer Hugh Downs, since an advertiser finds out quickly that Mr. Paar and commercials don't work together too well.

"Paar doesn't like to do the commercials," he said, "and therefore he doesn't do them too well. If he does them, they may be half-done, garbled or presented in a way that is not sincere." #

'Convention Planning & Trade Show Management' Bows

Convention Planning & Trade Show Management, new journal of the American Assn. of Convention Planners, has been launched with the January issue. The association, formed last year, originally had announced publication for last fall (AA, April 27, '59). Initial controlled circulation of 13,430 will go to company executives who plan trade shows, conventions and sales meetings. Rate for a b&w page, one time, is $480. Offices are at 624 S. Michigan Ave., Chicago.

George Fox Jr., editor and publisher, said in addition to covering the general convention and trade show field, special editorial features will include a series by Louis Cheskin, Color Research Institute, on group motivation and articles by marketing executives.

Retail Bureau Boosts Three

The Retail Reporting Bureau, New York, has promoted William I. Nichols from a salesman to the new post of sales manager and Myron Wills from head photographer of the display services division to the new post of staff director of the division. Sidney Schwartz has been promoted from production manager to staff director of the advertising services division.

Murphy Joins Selas Corp.

Edgar G. Murphy, formerly manufacturers' representative of Morrow Co., has joined Selas Corp. of America, Dresher, Pa., maker of heating equipment, as marketing assistant.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

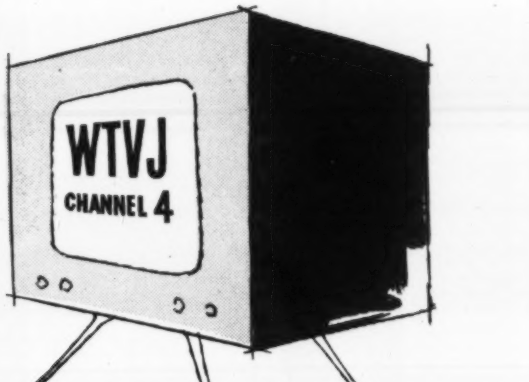
● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!

Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

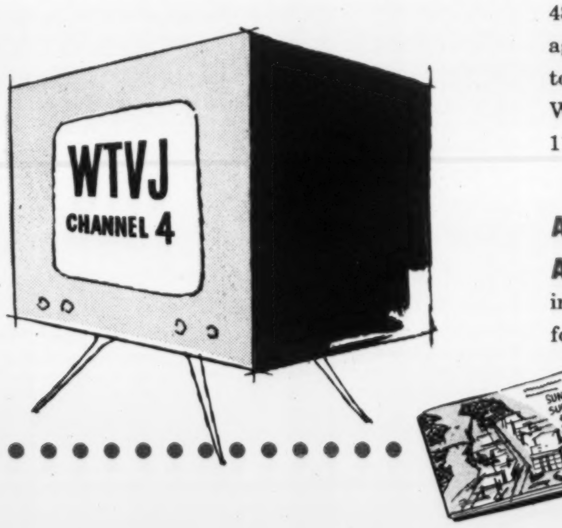
BACON'S
CLIPPING
BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

To The Keys—PERMANENT TOO . . . WATCH WTVJ MOST!



PERMANENT RESIDENTS month after month select WTVJ as their overwhelming favorite. The Nov.-Dec. 8-week NSI shows WTVJ with a 48.9% share of audience, sign-on to sign-off. (This preference is shown by Palm Beach viewers also. The November NSI gives WTVJ a 40% share of audience, 6:00 p.m. to midnight.) Only WTVJ delivers the entire South Florida area!

TOURISTS, LIKE SOUTH FLORIDIANS, watch WTVJ most. Special studies by ARB Surveys, Inc. show that WTVJ obtains a 48.5% share of tourist viewing as measured against the 66,500* TV sets available for tourists only. 23% of all tourists watch WTVJ during the average evening, 6 to 11 p.m., 40% more than watch station "b".



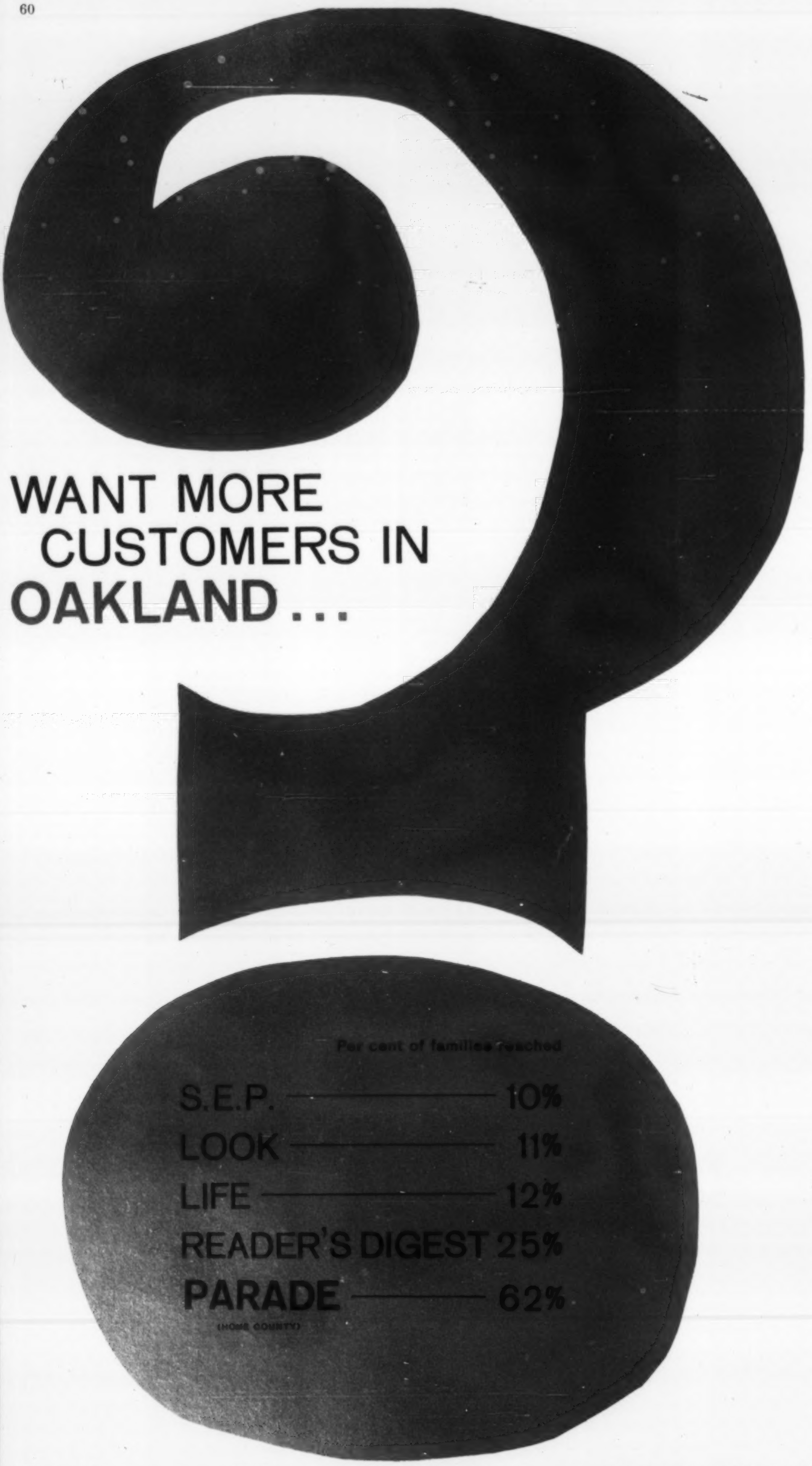
AMONG PERMANENT RESIDENTS, AMONG TOURISTS — no other medium in south Florida delivers as many prospects for your product as WTVJ. Read the latest facts about WTVJ and the South Florida market in the new brochure "SUN, SURF and SALES." Ask your PGW Colonel for a copy.

WTVJ

WOMETCO ENTERPRISE

SOUTH FLORIDA'S LARGEST DAILY CIRCULATION MEDIUM

*Bureau of Economic & Business Research, Univ. of Miami



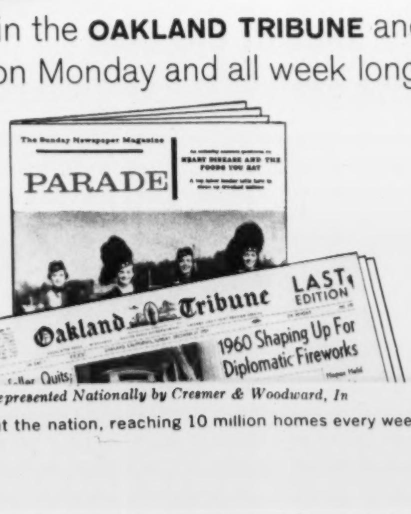
WANT MORE
CUSTOMERS IN
OAKLAND...

Per cent of families reached

S.E.P. —— 10%
LOOK —— 11%
LIFE —— 12%
READER'S DIGEST 25%
PARADE —— 62%
(HOME COUNTY)

The things people of Oakland read about in the **OAKLAND TRIBUNE** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE


The Sunday Newspaper Magazine
PARADE
Oakland Tribune
LAST EDITION
1960 Shaping Up For Diplomatic Fireworks

Represented Nationally by Cresmer & Woodward, In

PARADE...The Sunday Magazine section of strong newspapers througnout the nation, reaching 10 million homes every week

Network Radio's Top Advertisers*

Based on Four Weeks Ending Jan. 10, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco (4 Nets)	318	115,127
2	Vick Chemical Co. (NBC)	191	92,880
3	Whitehall-American Home Products (ABC, MBS)	132	85,457
4	Yardley of London Inc. (CBS, NBC)	132	79,625
5	Renault Inc. (NBC)	129	72,258
6	Hudson Vitamin Products (ABC, CBS)	238	63.598
7	Kellogg Co. (CBS)	88	62,854
8	Pharmaco Inc (ABC, MBS)	124	44,066
9	Bon Ami Co. (MBS)	155	43,375
10	Longines-Wittnauer (CBS, NBC)	97	38,629
11	Time Inc. (NBC)	95	37,394
12	Grove Division-Bristol-Myers (CBS)	60	37,290
13	Chevrolet-General Motors (CBS, MBS)	65	37,236
14	Automotive-American Motors (NBC)	44	30,065
15	Bristol-Myers Co. (CBS, NBC)	44	30,065
16	Shulton Inc. (CBS, NBC)	52	28,188
17	Ex-Lax Inc. (4 Nets)	55	25,915
18	Mentholatum Co. (CBS)	32	25,170
19	Sterling Drug Inc. (CBS, MBS)	56	24,187
20	A. E. Staley Mfg. Co. (ABC, CBS)	43	22,553

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Whitehall-American Home Products (ABC, CBS)	134	81,475
2	R. J. Reynolds Tobacco (4 Nets)	200	67,779
3	Hudson Vitamin Products (ABC, MBS)	249	63,869
4	Yardley of London Inc. (CBS, NBC)	101	56,250
5	Vick Chemical Co. (NBC)	111	54,996
6	Renault Inc. (NBC)	97	50,611
7	Kellogg Co. (CBS)	73	48,897
8	Chevrolet-General Motors (CBS, MBS)	70	40,891
9	Wm. Wrigley Jr. Co. (CBS)	69	40,749
10	Oldsmobile-General Motors (CBS)	43	34,556
11	Grove Division-Bristol-Myers (CBS)	56	32,964
12	Pharmaco Inc. (ABC, MBS)	98	32,002
13	A. E. Staley Mfg. Co. (ABC, MBS)	59	26,727
14	Bristol-Myers Co. (CBS, NBC)	38	26,046
15	Niagara Therapy Mfg. (CBS)	36	25,594
16	Mentholatum Co. (CBS)	32	24,283
17	Sterling Drug Inc. (CBS, MBS)	59	23,834
18	Time Inc. (NBC)	64	23,510
19	Shulton Inc. (CBS, NBC)	43	23,146
20	Automotive-American Motors (NBC)	70	20,886

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Sattler Joins W&L as VP on Seagram Group

Walter T. Saitler

Walter T. Sattler has joined Warwick & Legler, New York, as vp on the Seagram contact group, a new position. He will supervise the Kessler and Gallagher & Burton brands in accordance with the recent realignment of Seagram products.

Mr. Sattler formerly was with Batten, Barton, Durstine & Osborn, New York, and before that was director of advertising of Snow Crop.

Seaman-Andwall to Gittins

Seaman-Andwall Corp., Milwaukee, division of American-Marietta Co., Chicago, has appointed Bert S. Gittins Advertising, Milwaukee, to handle its advertising and sales promoton. The company manufactures soil stabilization, compaction and material spreader equipment used in road work and heavy construction. Kusa Greene & Associates, Milwaukee, is the previous agency of record.

Dorrell Joins Blair-TV

Walter Dorrell has joined the Boston office of Blair-TV, representative, as an account executive. He formerly was on the sales staff of WNHC-TV, Hartford, and is the son of Ward Dorrell, vp and research director of Blair.

Baier Joins Hill & Lincoln

Charles C. Baier has joined Hill & Lincoln Advertising, Miami, as an account executive. Mr. Baier was formerly sales director of Motion Picture Associations, Miami.

For Over 75 Years—

an acknowledged national and international authority on guns, shooting and hunting. Over 360,000 circulation, including 12,000 foreign.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

BUTTER YELLOW—*American Dairy Assn. and General Mills will share this color spread in April issues of Ladies' Home Journal, McCall's and Vogue, which features Softasilk "butter yellow" cake. Campbell-Mithun, ADA's agency, placed the ad.*

Butter Yellow Is Keynote of Drive by ADA, 5 Others

CHICAGO, Feb. 16—The American Dairy Assn. and five other advertisers will promote "butter yellow" as a spring fashion color this year.

ADA and General Mills will share a color spread in April issues of *Ladies' Home Journal, McCall's* and *Vogue*, featuring Softasilk butter yellow cake. The ad offers a 25¢ refund for a Softasilk box top plus a label from a 1 lb. package of butter. This offer will also be carried on more than 1,000,000 Softasilk boxes during April.

Montgomery Ward & Co. will promote butter yellow as a fashion color in store-wide promotions during April. Cannon Mills will feature yellow in its advertising, as will Martin-Senour Co., paint maker, and Coats & Clark, thread manufacturer. The Color Institute, an industry advisory group, has adopted an official butter yellow shade.

Gold Filled Program Set

The 1960 Gold Filled Manufacturers Assn. program in behalf of gold filled products will concentrate at the retail point of sale and a specially designed award called the "Nugget of Knowledge" will be given to sales personnel considered proficient in their knowledge of gold filled products. Trade advertising will invite personnel to register for a correspondence course on the subject. A publicity program will also be continued. Sutherland-Abbott, Boston, is the agency for the association.

Eastern States to Byron

Eastern States Farmers' Exchange, West Springfield, Mass., has appointed Mark Byron Inc., Westport, Conn., to handle package design, market research and advertising for its newly-named Leash Club dog food. The cooperative has been marketing dry dog food under its corporate name in two forms—meal and pellets. With the introduction of the Leash Club trade name it will also be offered in homogenous, precooked form.

Morrissey to Smith, Taylor

William D. Morrissey has joined Smith, Taylor & Jenkins, Pittsburgh, as tv director and member of the account service group. He formerly was a pr account executive at Ketchum, MacLeod & Grove, Pittsburgh.

John Hickox Joins Hubbell

John B. Hickox has joined Hubbell Advertising Agency, Cleveland, as exec vp. Mr. Hickox was formerly vp of the Hickox-Donnelley division of Clark & Bobertz, Detroit. Before that he operated his own agency, John B. Hickox Inc.

HORROR TALES

Expect
BIG
RESULTS
in a
SECOND*

*WISCONSIN'S GREAT 2nd METRO MARKET
GREEN BAY-APPLETON INTERURBIA

FACT #2

. . . where total FOOD SALES reach $78,155,000 - SECOND in the State! Second also in total retail sales, furniture, appliances, automotive, etc., etc. Get the message!

Saturate This Great Market with One Low Combination Rate

GREEN BAY
PRESS-GAZETTE

APPLETON-NEENAH-MENASHA
POST CRESCENT

Represented By SAWYER FERGUSON-WALKER Co., Inc.

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

The Modern Hospital

among people who
know hospitals best
the preference for
The MODERN HOSPITAL is nearly 2 to 1

The people who know hospitals best are hospital administrators and departmental executives. When these people seek hospital employment, or when hospitals want to employ such people—they use classified advertising in hospital administrative magazines and they choose THE MODERN HOSPITAL as an advertising medium by an overwhelming margin. Here's the 1958-1959 record of classified linage in these magazines:

	1958	1959	Gain or loss
THE MODERN HOSPITAL	12,278 lines	13,374 lines	1096 GAIN
Hospitals (24 issues)	8,153 lines	7,874 lines	279 LOSS
Hospital Management	2,626 lines	3,292 lines	666 GAIN

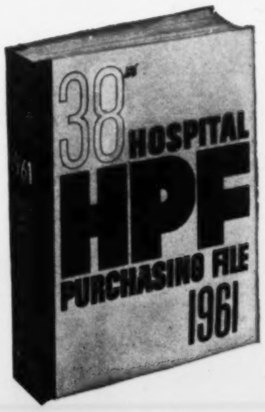
And it follows naturally that the magazine preferred by people who know hospitals best is wanted more by more advertisers who sell to hospital people. Here's the 1958-1959 record of display advertisers and pages of display advertising:

	1958 pages	1959 pages	No. 1958 advertisers	No. 1959 advertisers
THE MODERN HOSPITAL	1774	1862	388	430
Hospitals (24 issues)	1434	1535	302	295
Hospital Management	829	767	162	152

Ask for new study on frequency of magazine issuance in relation to readership, retention and active life.

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of
F. W. DODGE
CORPORATION



File your hospital catalog here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1960 Edition has just been distributed. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

Ads Cost More, Mean Less, Eldridge Says

(Continued from Page 1)

speeches, each addressed to one of the twin problems, and wound up by recommending joint studies of each.

He began his inquiry into unbelievability by saying that all advertising costs have risen sharply. Advertising's productive power depends on "its total ability to persuade; its economic justification depends upon its effectiveness per dollar spent," he said, and went on to say that if the persuasive power of advertising drops, it becomes unaffordable. He cited *The Saturday Evening Post*, whose page cost for a four-color page rose 135% between 1949 and 1960, while circulation increased 53%, so that cost per 1,000 rose 54.4%.

If advertising readership remained constant ("a perhaps dubious assumption, in view of the increase in the amount of advertising") the advertiser is paying 54% more per person reached, he said, citing similar increases in other media: *Life* (44%), *McCall's* (44.4%), *Ladies' Home Journal* (36%), *This Week* (42.1%), *Chicago Tribune* roto (47.8%), and *Minneapolis Tribune* roto (30.8%).

■ But while costs are important, the "really important thing is the cost of making the sale—of not only reaching, but persuading the prospect," he said.

Provided advertising attracts attention and registers sales points and is remembered, there is still another important factor—believability; and "you're not going to make many sales unless the message is believed," he said.

"I am not speaking of truthfulness but believability," he said. "The two may be synonymous, but they are not identical. An advertisement may be completely true and still be unbelievable; conversely, it may be believable and not truthful."

Since the object is persuasiveness, it's believability that counts, he said, adding that a small amount of untruthful advertising can generate disbelief in all advertising. He mentioned cigarets' filter claims, detergents' whiteness claims, and dentifrice advertising as contributing to skepticism.

■ He urged study of believability in advertising—of advertising in general, since "it is not enough that my advertising be believed, for unbelief of some advertising can affect the believability of all."

Maybe many present fears of the public's attitude are unfounded, he said, and maybe "the situation is worse than we have believed."

He thinks that "here is one study which the Four A's and Assn. of National Advertisers might well undertake jointly. The attitude of people generally toward advertising should be carefully probed—and particularly the question whether they believe advertising or not."

Also, he thought, they should study sponsor identification, and the claims of sponsors. Much valuable information should be unearthed with respect to attitudes toward advertising "of particular products or categories of products," he said.

If a widespread disbelief in some products' advertising claims exists, "and if this disbelief is tending to infect the entire barrel, then steps should be taken to get at the root of the trouble and eliminate it. The study would have identified the problem and indicated the seriousness of it," he said.

Agency-Client Relations

Mr. Eldridge turned to the problem of agency-client relationships, noting the "frequency of account shifts" as one index of dissatisfaction but adding that "a lack of mutual confidence and respect" is more basic. The client tends to criticize the agency's lack of skill and judgment, and to believe that the agency puts profitable recommendations first, he indicated. The agency feels the client is unreasonable; that marketing people are stupid and empowered to make only routine decisions, while the management is unapproachable.

■ "I believe that an important factor in the situation is the traditional system by which agencies are compensated," he said, adding that the situation is so fraught with emotion as to be almost impossible to consider logically. He said most of the agitation for a change in the system had come from the ANA, and that the Four A's "or at least the paid executive of the Four A's" had interpreted ANA activity as an effort to reduce compensation, and so the Four A's had resisted any move to study the subject.

Mr. Eldridge believes that any study would result in increased compensation, that "total compensation of agencies is, is anything, dangerously low," and he went on to make a serious analysis of the agency financial problem:

- Profit margins are a problem throughout the agency business but most acute with smaller and medium agencies, and the record of mergers or going out of business testifies to these agencies' struggles to provide full service on insufficient commission.
- The problem is real for bigger agencies. It puts a premium on growth, and costs are rising faster than volume. "The advertising agency is the only business I know of in which the seller does not adjust his selling price to his costs of doing business," he said.
- Costs are rising because broad marketing needs have compelled the agency to institute new service; because television requires specialists and highly paid talent and because of expensive physical equipment. But "probably the biggest single contributor to the rising cost of agency operations is the sharply rising salary level of top-notch agency personnel." Also, agency managements must compete with advertisers for skilled personnel in a market where marketing know-how is scarce, he said.
- Consequently agencies constantly need revenue. "The economic necessity for uninterrupted growth is one of the curses of the agency business." It creates, he said, a temptation to sacrifice everything to growth, to size for the sake of size, and is "financially unsound; it is unhealthy."
- The narrow profit margin is squeezed by advertisers who won't pay commissions on broadcast talent, and by diversion of total marketing moneys into promotions, deals and other non-commissionable activity.
- Advertisers don't regard the situation as so critical, because none of them face bankruptcy because of it. But they feel that they are overpaying, despite the overall low profits of agencies, sometimes because commissions run into millions, sometimes because the creative work is slight in relation to billing, sometimes because they believe the agency has no right to commissions on talent, on packaged shows, etc.

How a commercial artist works
Two former Art Instruction students star in creation of General Mills ad for Betty Crocker Refrigerated Products
Pizza
Betty Crocker Refrigerated Products

ONE AGENCY, TWO ADS—*Knox Reeves Advertising, Minneapolis, created this tie-in promotion for two of its accounts, Art Instruction Inc., Minneapolis, and General Mills refrigerated foods. The two ads shown here ran on facing pages of comics sections in the Chicago Tribune, Cleveland Plain Dealer and Pittsburgh Press. The ad on the left shows a Betty Crocker ad being created. The ad on the right is the Betty Crocker ad.*

- A neutral observer can sympathize with both views—the agency concerned because of its low profit, the advertiser concerned over inequities and fearful of being overcharged.

■ Mr. Eldridge believes that an objective study should be made of the problem. He thinks it will remove a serious hazard to maintenance of effective and harmonious relations. He thinks a primary objective should be "not a reduction in agency compensation *per se*, but a basis of compensation that will enable skillful, well-managed agencies to serve their clients well—and to make a reasonable profit from doing so."

He said he couldn't understand "the stubborn resistance" of people who represent agencies toward such a project, since it is the agency, not the advertiser, which is suffering from the inadequacies of the present system. He disposed rapidly of arguments that (1) the present system works well and why change and (2) there isn't any other system. The present system "is outmoded, has no relationship to present day conditions and practices, and needs a careful reëxamination," he said.

It is outmoded, he said, because (1) it still adheres to "the fiction that the advertising agency is the agent of the advertising medium," where now everyone knows it is the advertiser's money that compensates an agency; (2) "there is no longer any necessary relationship between the expenditures for space, time and talent on the one hand, and the cost of servicing an account on the other."

■ He also pointed out that under present conditions an agency is overpaid on some accounts and underpaid on others, and that the status of the account in profit may have little to do with the amount of commissionable billing.

In Mr. Eldridge's view, agency services fall into two classes. One is basic—preparation of marketing and advertising plans, copy, art, radio and tv, media analysis and selection and placement of advertising; the second is peripheral—merchandising, market analysis, market research, publicity and public relations. Every advertiser, he thinks, should pay his fair share of the cost to the agency for providing basic services. He should have the option of using or not using the non-basic services; if he uses them, he pays his proportionate share of the cost, and if he doesn't use them, he doesn't get charged for them.

■ He thinks the present system works a hardship on new and small agencies. Here's how: Advertisers would like to give new products to new agencies, partially because they can't take the gamble of giving an established product to an untried agency. But under the present system he can't give an unprofitable account to a new agency unless he is willing to pay for the services rendered. He is more likely to put the new product in an agency which has established products, realizing that it will lose money on the new product but that the loss will be charged to the rest of his account.

So it not only works against new and upcoming agencies, but it "violates the principle that every account should stand on its own feet and pay its own way," he said.

He thinks three principles should govern in approaching the problem:

- **1.** An agency has the right to determine what kind of agency it will be, the kind and scope of services to be rendered, the kind and size of clients it wants and the basis for its charges.
- **2.** The advertiser has a right to determine what agency service he wants, the kind of agency he wants, and payment on a basis satisfactory to him and the agency.
- **3.** The compensation arrangement should permit the agency complete control of its operation—policies, cost accounting procedure, personnel and their compensation—and it should be such that the agency can realize a fair profit from it.

Mr. Eldridge believes no single formula is applicable. He pointed out that one-third of all agency compensation now comes from sources other than commissions. He noted that agencies don't hesitate to ask for additional compensation where commissions aren't adequate, but, he said, the reverse doesn't hold true. Any reduction of compensation, by cutting commission or rebating, makes an agency "something of a pariah," even when the reduced compensation permits an adequate profit.

He pointed out that negotiations are now going on in the agency business, and that no one pretends they are not.

As to who should do the study, he said that ideally it would be the ANA and Four A's. However, practically, the consent decree has tied the hands of Four A's—"or at least it has been so interpreted by the Four A's legal counsel and its president"—so that the Four A's as an association dare not even study the question of compensation. Also, "it is an unfortunate fact that with many agency people there is a feeling that the ANA has prejudged the question—and therefore cannot be open-minded and objective."

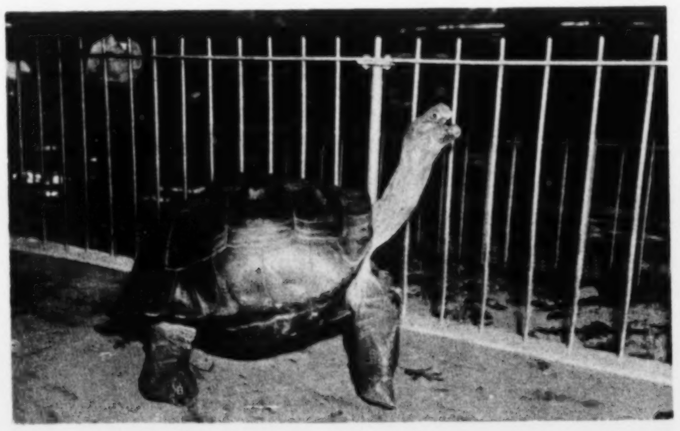
He suggested a volunteer committee, composed of men like Lou Brockway or Tony Geoghegan, of Young & Rubicam; Bill Baker, of Benton & Bowles; Dick Heath, of Leo Burnett Co.; Ed Sylvestre, of Knox Reeves, representing agencies; and men like Ed Ebel, of General Foods; Henry Schachte, of Lever Bros.; Walter Berry, of General Mills, and men of similar caliber from smaller companies, representing advertisers. He believes such a committee would make a great contribution of the improvement of client-agency relationships, and to advertising. #

Naess Succeeds Braden

Ronald M. Naess has been appointed vp in charge of sales, Richmond-Chase Co., San Jose, Cal., producer of Hearts' Delight and Diet Delight foods, succeeding J. R. Braden, who has retired. Mr. Naess formerly served on the operating side of the business and later in various capacities in the sales department. At the same time E. N. Richmond II will take over the responsibility of sales manager for advertised brands, incorporating responsibilities for advertising, merchandising and sales promotion work.

3 Join CBS-TV Network Sales

CBS-TV Network, New York, has added three account executives in its sales department: Corey Allen, formerly new programs coordinator at Sullivan, Stauffer, Colwell & Bayles; Carl Tillmanns, previously with NBC-TV Network sales, and Robert Williams, formerly with CBS-TV Spot Sales.



HARDSHELL HINT—*This is one of a series of four postcards, featuring animals and with a simulated handwritten message on the back being sent out by Traffic World to promote its "Perfect Shipping" issue, out March 26. Here a Galapagos Islands tortoise pleads with dilatory ad and production managers to send plates and space reservations in time for the closing date.*

Furniture-Buying Wife Too Confused to Buy: Martineau

CHICAGO, Feb. 16—The furniture-buying housewife is frustrated, confused and has a tendency to procrastinate in her purchases, according to Pierre Martineau, manager of research and marketing of the *Chicago Tribune*.

Revealing the results of his latest study—a survey on furniture buying among 400 Chicago area housewives—Mr. Martineau said yesterday that a woman usually offers several reasons for putting off buying furniture, but in reality she avoids it because she is unsure of her ability to buy tasteful furniture.

Throughout life, people find reasons for putting off buying furniture, he said. Three out of four people gave these reasons: "We can't afford it"; "We don't need it"; "We will wait until the children get older."

■ However, Mr. Martineau said, in many instances the real reason is that choosing furniture is an uneasy chore and a threat to the woman's ego.

In looking for help, most women (70%) mentioned that they used shelter magazines as a source for decorating ideas. But by their comments, Mr. Martineau said, it appears that they find these ideas beyond their reach, and obtain more practical help from room displays in stores and newspaper ads.

"Perhaps the most important finding of the survey," Mr. Martineau said, "was the importance of the purchase of initial furniture to any future purchases. A bad initial buy inhibits any desire for additional purchases, as the housewife doesn't want to add to something she already dislikes. This desire for 'starting over' puts furniture into the large expenditure category which hinders any purchase.

■ "If the furniture industry would educate the 'newly engaged' or newlywed to buy wisely *before* the initial purchase, both housewife and industry would benefit," he said. "If there is initial satisfaction, she won't hesitate to make future purchases as she needs and can afford them."

Other points the *Tribune* researcher made:

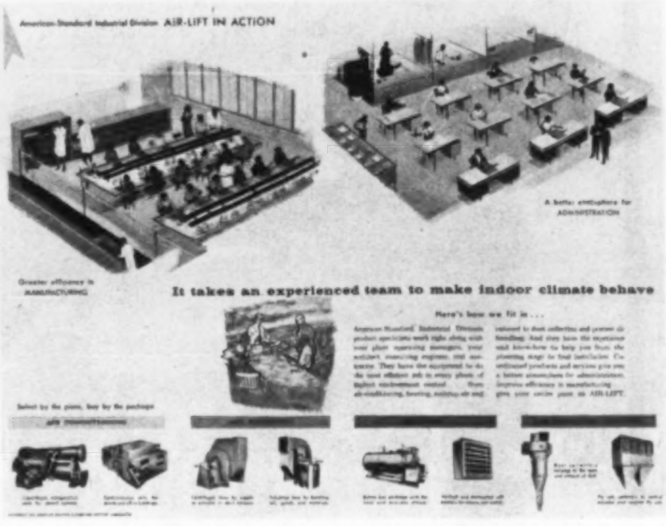
• Price is stressed too much in retail advertising, thus decreasing store loyalty. "Consumers want brand identification but have none. To them it would make shopping easier."

• Salesmen must be versatile and patient, since different classes of people desire different types of help from furniture salesmen (i.e., working class customer wants a friend and advisor; a white collar worker wants an impersonal guide).

• Advertising must stress qualities for furniture important to the audience it is intended to influence. Style, appearance and price are most important to young married people, for instance, whereas in households that have been established more than five years, durability is the main feature sought. #

Swatch Used in Dye Ad

The dyestuff and chemical division of General Aniline & Film, New York, used an actual swatch of cloth in page ads in *American Dyestuff Reporter* and *Textile World* this month to point up a new vat dye. The new dye was used in several lines of print as well as the swatch. *Textile Bulletin*, *Textile Industries* and *Textile World* also will be used, but without the swatch.


American-Standard Industrial Division AIR-LIFT IN ACTION
A better atmosphere for ADMINISTRATION
Greater efficiency in MANUFACTURING
It takes an experienced team to make indoor climate behave
Here's how we fit in . . .
Select by the plans, buy by the package

NEW MARKETING—*This is one of a series of ads the industrial division of American Standard, Detroit, is running between January and March in technical publications to dovetail with its new marketing reorganization. The division's marketing structure has been divided into air conditioning systems and industrial and power equipment. The "Air-Lift" theme, shown here, boosts the division's air conditioning systems. A "Power-Lift" theme boosts the other component of the new structure. Brooke, Smith, French & Dorrance is the agency.*

American Brewery Acquires Fort Pitt Brewing Co.

American Brewery, Baltimore, has purchased Fort Pitt Brewing Co. from the now defunct Gunther Brewing Co. Fort Pitt beer and ale and its Old Shay beer and ale is marketed in Pennsylvania, Ohio, Delaware, West Virginia and parts of Maryland. American beer, which is marketed in the Middle and South Atlantic states, will not be distributed in the Fort Pitt sales area, R. Leiter FitzSimons, American president, said. Goldman & Shoop, Pittsburgh, will continue to handle the Fort Pitt account. VanSant, Dugdale & Co. handles American Brewery.

For the first time in its history, American recently introduced two new types of beer: Dortmunder beer and Shannon cream stout.

Friend-Reiss Adds Two Foreign Car Accounts—Skoda, Arabella

Amsko Distributors, New York, East Coast importer and distributor of the Czech-built Skoda automobile, has appointed Friend-Reiss Advertising, New York, to handle its advertising. Amsko will market three Skoda models—a convertible, a two-door sedan and a deluxe two-door sedan—and plans a $200,000 campaign, using magazines, newspapers and business papers.

Friend-Reiss also has acquired another foreign car account—the Arabella, a new automobile being made in Germany by the Borgward Group for Arabella Motors

Oppenheim Collins to Charney

Oppenheim Collins, New York department store, has appointed Charles J. Charney & Co., New York, its first agency. The agency will supervise the store's ad department, which is being retained. In an expanded ad program, the store will use outdoor posters for the first time.

IN MADISON, FAX,
THE SMART BUY IS WM-TV
• DELIVERING THE HEART OF THE MADISON RETAIL MARKET
• TOPS IN PROGRAMMING
NBC ('Nuff said)
• REACHING THE METRO AREA AT THE LOWEST COST PER THOUSAND
WM-TV
MADISON, WISCONSIN
one of the FORWARD GROUP
KGLO · KGLO-TV · WM-TV · KHQA-TV · WTAD
See Branham Co.
National Representatives

Australian Agency Sets Up National Advisory Panel

Goldberg Advertising, Sydney, has established a national advisory panel, composed of leading retailers and wholesalers, to give manufacturers of consumer goods an insight into marketing opportunities in Australia.

The panel, said to be unique in Australia, provides background information and guidance on such matters as product presentation, distribution, price structures, launching new products, size of market and strength of competition.

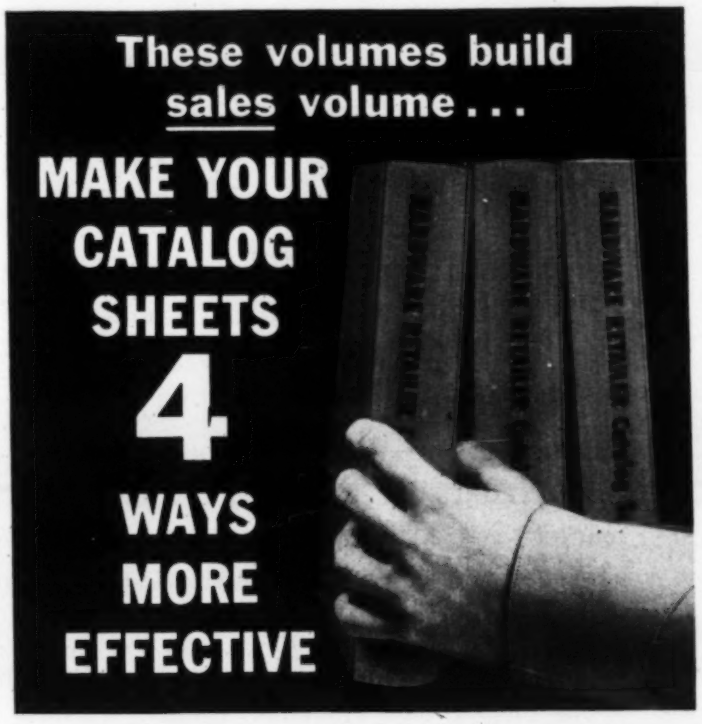
Robertson Joins Commerce Publishing as VP, Eastern Rep

Don J. Robertson has been named vp of Commerce Publishing Co., St. Louis, and eastern advertising manager of *Club Management*, *Life Insurance Selling* and *Local Agent*, with offices at 551 Fifth Ave., New York. He formerly was manager of the New York office of Rough Notes Co., Indianapolis, insurance publisher.

'Look' Opens in Dallas; Seegar Named Manager

Look, effective Feb. 15, has opened a Dallas sales office at 1505 Southland Center. Lockwood B. Seegar, formerly with Coburn Co., has been appointed southwestern advertising manager.

AMERICAN JUDGING AGENCY
would like an opportunity to discuss handling your next contest.
Post Office Box 12443
Houston 17, Texas
Telephone
MIssion 4-4371


These volumes build sales volume . . .
MAKE YOUR CATALOG SHEETS 4 WAYS MORE EFFECTIVE

The Hardware Retailer Catalog Service is a proved and powerful marketing tool developed by the National Retail Hardware Association for 23,000 independent retail hardware stores and 600 wholesalers. It is an annual compilation of manufacturers' catalogs and catalog sheets, permanently bound, carefully indexed for fast reference, and assures:

1. **Super distribution:** A systematic way of placing catalog sheets with people who do 80% of *all* retail hardware business.
2. **Super usage:** You'll be multiplying your sales potential by way of wholesalers' "want book" orders across the nation.
3. **Super exposure:** Your catalog page is conveniently filed, in an everyday reference book. Can't get lost as loose sheets do.
4. **Extra sales at all levels:** Shows potential customers your products and their features when not in dealer's stock.

Hardware dealers read Hardware Retailer for news about this Catalog Service and other basic services provided by the National Retail Hardware Association. Make it your *basic* trade choice.

HARDWARE RETAILER
CATALOG SERVICE

here's how to flag sales in miami

For the third straight year, The Miami Herald ranks second in total advertising among all U.S. newspapers. The new 1959 high of 60,267,704 lines is a 4,230,071 lineage gain over 1958.

Just proves two points: (1) Populous, expanding **SOUTH FLORIDA***—the nation's 12th largest retail market—is a **NEWSPAPER MARKET.** (2) Smart advertisers are convinced **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.**

Run *your* advertising schedule up this flagpole . . . and watch your customers salute!

2ND IN THE NATION

1959 TOP TEN NEWSPAPERS

in Total Advertising

1. Los Angeles Times
2. **THE MIAMI HERALD**
3. New York Times
4. Chicago Tribune
5. Milwaukee Journal
6. Cleveland Plain Dealer
7. Washington Post
8. Washington Star
9. New Orleans Times-Picayune
10. Cincinnati Enquirer

****FIRST** in Sales per family among U.S. 25 top "billion-dollar-plus" markets*

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

Feature Section

Advertising Age

Creative Man Uncovers Buried Copy
The Peeled Eye Gumshoe Returns
Hints from Woolf's Notebook
Borders Give Lift to Presentations

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Why Are News and Advertising Content Different?' . . .

Accuracy of Material in Ad Columns Should Be as High as in News Columns, Says Sears Head

It is newspapers' business—and that of other media as well—to make sure that the content of advertising columns is as accurate and trustworthy as the content of the editorial columns. That is the thesis of this talk by Charles H. Kellstadt, president of Sears, Roebuck & Co., to the Newspaper Advertising Executives Assn. Sears put $52,500,000 into newspaper space in 1959, which undoubtedly makes it the largest newspaper advertiser operating without benefit of co-op funds.

Charles H. Kellstadt

By Charles H. Kellstadt
President, Sears, Roebuck & Co.,
Chicago

In fiscal 1959, Sears total expenditures for newspaper white space will be $52,500,000—an increase of almost 8% over the $48,650,000 spent with this medium in fiscal 1958. We will also spend for circulars in 1959, $6,500,000. I think you dignify these as "throw-aways." We use one when newspaper circulation is inadequate or the rate is ridiculously high. Everything is so high now I don't know when the "ridiculous" commences.

Total expenditures for newspapers and circulars are projected at $59,000,000—an all-time high, representing an increase of 7.8% over our expenditure of $54,700,000 in 1958.

■ In a sense, these figures may be my credentials for being here. Across the nation, Sears has an advertising relationship with 995 newspapers. This relationship is extremely significant to Sears, since newspapers have traditionally been our principal avenue to the public so far as our retail operations are concerned. And, at present, we see reason only to increase the use—but we must improve our techniques, and our credibility, to retain proper cost ratios.

You may have noticed some of these changes. We hope you look with favor upon them, because they are designed to increase productivity, and if they do, the value of the medium is confirmed. The expenditure is an investment in the future, as well as a force for immediate return—in other words, a good current dividend and capital appreciation.

When you spend or invest a sum of this size, you become analytical, constructively critical, of your methods, your merchandise, your service and, yes, of those with whom you have this partnership in business-building.

Public Acceptance Involves Credibility, Acceptance

With this background of interdependence in mind, I want to present at least one advertiser's viewpoint on the current reexamination of responsibilities to the public, the potential market, on the part of both media and advertisers. My remarks are directed at the relationship between newspapers and advertisers, but they may have application to radio and television as well. Recent disclosures indicate they do—and, as an advertiser, we are taking a critical look.

My first premise is that when an advertiser buys space in a publication, he is buying the acceptance that newspaper has been able to develop in a community.

■ Two elements are basic to acceptance by the public—*credibility* and *interest*.

The reader assumes credibility on the part of the press, and he judges the interest with which news or entertainment features are presented according to his own standards.

The assumption of credibility on the part of the average reader of American newspapers is a remarkable tribute to the integrity that the newspapers in this country have established.

■ Here again, I want to return to my original premise—to the extent that integrity is a factor in public acceptance—newspaper integrity is what the advertiser is trading on when he places an *ad*. Sears believes that this integrity spills over to the advertisers.

In my opinion, the maintenance of this integrity is closely bound up with freedom of the press. Few institutions in our national life enjoy the prestige and respect equal to that of newspapers. Freedom of the press is a jealously-guarded liberty.

But freedom of the press is threatened almost daily, and the vigilance that has developed as the result of this constant threat has strengthened this freedom—added to its value.

All of our freedoms are under persistent and even insidious attack, but the press by its very nature is more sensitive to the attack and in a unique position to combat it publicly.

■ The economics of newspaper publishing today intensify the pressures and have brought about a situation where the publisher must be even more vigilant, more sensitive.

Historically, when any printer with a hand press and the desire to espouse a cause or right a wrong could publish a newspaper, freedom of the press was in far less danger than it is now when a tremendous investment is necessary to support a newspaper enterprise.

■ The current economics of the newspaper business impose responsibilities on both the large advertiser and the publisher.

The publisher must be fearless and have high integrity in safeguarding the rights of the press. Advertisers can't be timid either—budgets of the size we deal with can be ulcer producers unless there is mutual confidence in product, market, and media.

At the same time, the large advertiser must recognize and acknowledge the dangers in the financial relationship with the press, and avoid any exploitation of that relationship that could be construed as endangering freedom of the press. News is news, and you appraise that. We generally accept your judgment. Ads are ads, but frankly, and to a much greater extent, we look to you for constructive assistance—in market analysis, consumer buying habits and other phases of sales promotion activity.

■ Any intrusion by an advertiser into the news gathering and publishing field would be as unappropriate as it would be unwelcome.

Again, I mention this idea of freedom of the press because I am convinced it is basic to the integrity of newspapers. It carries with it the responsibility for courageous statement of unpopular truths and controversial opinions, as well as current factual reporting.

It carries with it the idea of crusading for the type of activities that strengthen us in the conduct of our affairs, public and private.

The newspaper that exposes improper conduct by a public official is applauded by the public and recognized by its competitors as fulfilling the finest traditions of journalism.

Newspapers Must Be Competitors in Responsibility

Thus, in a sense, newspapers compete for public acceptance by competing in responsibility.

This tradition of competing in responsibility seems to me to qualify newspapers to play a most constructive role in the relationship between media and advertiser. This relationship is currently under reexamination as a result of recent disclosures of a wide variety of practices with which you are as familiar as I am.

In a situation such as this, there is the immediate cry for a clean-up. No one can disagree that steps should be taken not only to eliminate the practices, but also to assure that a similar situation does not occur in the future.

■ The only question is who is to do the cleaning up. There are those who immediately call for governmental action. Most business men would prefer to do their own policing. Preservation of freedom of the press and freedom in the market place are, in my opinion, one and the same. And so is integrity, responsibility, courage and tenacity to do the job right.

The point is that good intentions are not enough. If business is going to police itself, a policeman has to be appointed—someone who will blow the whistle on the type of activity that needs to be corrected.

I am not suggesting that newspapers serve as a "corporate cop," but I do believe that newspapers are in a unique position to enforce the type of advertising presentation which best serves the interests of the public.

■ *What standards should newspapers establish for their advertisers? Nothing new needs to be created; there are recognized standards that need the enforcement that can best be provided through newspapers.*

Better Business Bureaus have developed standards of advertising practices that are soundly based on wide experience.

The Federal Trade Commission has laid down a number of rulings that can be helpful in the enforcement of better standards. The commission has indicated it would prefer cooperation, rather than punitive action.

Bar Advertisers Who Don't Follow Editorial Standard of Accuracy

In general, it seems to me that, for newspapers, the guide should be that advertising is informational matter and, as such, subject to the same standards of accuracy that are applied to other informational subjects treated in the press.

But there must be a penalty attached to failure to comply with agreed-upon standards. Closing the advertising columns of newspapers to advertisers who will not agree to observe reasonable rules may seem a severe penalty, but it is a realistic one. Most advertisers would fear it, but unfortunately most newspapers do not enforce it.

Certainly, it is better for a business to advertise in good faith than to mislead the public and be forced to run an apology and pledge that another infraction of commonly accepted rules will not occur again.

■ The question can logically be raised, "Should this type of control be the duty of a newspaper?"

The answer is "yes." Why not—in the revenue producing columns—as well as that of news or editorial? First of all, the newspaper has its own integrity to protect. Misleading practices of a newspaper advertiser have not, as yet, become associated with the media itself in the public mind. But should the situation remain uncorrected, I do not see how newspapers can completely avoid some responsibility for what they accept as advertising. The acceptance they build and on which the advertiser trades, is their most valued asset. It is in jeopardy.

Even if it were possible for the press to remain unaffected by the malpractice of advertisers, it seems to me that a strong case can be made for newspapers to undertake their portion of this policing task.

■ As I see it, there is offered here an opportunity for newspapers to add a new dimension to the responsibility with which they have traditionally been charged.

There is no sound reason for different standards to be applied to the accuracy of the material that appears in your advertising columns than are applied to the material appearing in news columns.

It seems to me that there is adequate precedent for the exercise of control over what appears in newspapers as advertising.

■ Many newspapers refuse to accept certain types of advertising because of a conviction that the product concerned does not serve the public interest. One occasionally hears of comic strips or columns not being used by a paper because the content is not, in the editor's judgement, accurate. Thus, what is proposed is not a major step to take for the newspaper—it is a logical extension of editorial judgment to a somewhat broader area.

Undoubtedly, the question of censorship will be raised. Censorship in this instance is the process of evaluating. In a sense, every editor is a censor. He works with high standards—with professional standards. This tradition, it seems to me, makes newspapers the logical agency to correct the present state of advertising presentation—and (to) prevent a recurrence of the situation.

■ One cannot escape the conviction that if advertising were judged as news and feature material are apparently judged—on the basis of accuracy, adequacy of the presentation, value to the reader, and effect—there would be an increase in public confidence. The opposite destroys the very life of enterprise.

These steps cannot be regarded as constituting censorship. This type of intelligent evaluation by skilled, trained professionals has never been inimical to the interests of a free people.

Why Newspapers Should Control Advertising

In summary, newspapers can be asked to accept this responsibility because

- They have their own integrity to protect.
- They have the enforcing power of penalty because they control an important avenue to the market for the advertiser.
- The nature of the medium—its permanent form and intimate relationship with each community—builds an image that is valuable to both the newspaper and the advertiser.
- Newspaper people possess the skills to do an effective job.

■ If the right to evaluate advertising is assumed or given, it should not be taken lightly. There must be ample justification for the penalty that is invoked.

On the other hand, it is quite conceivable that the penalties would have to be applied rather rarely.

After all, there is general agreement on what is right and proper and what is misleading. I don't recall anyone connected with the recent revelations claiming they didn't know that the things they did were wrong.

In the entire chain of relationships there was apparently no one who took a stand for the actions that all concerned knew to be right. Even when the whole method was exposed, the reason for exposure was personal pique rather than a dedication to right values.

How Palatable?

This, then, is one of the values of a policeman—to serve as a reminder of what is right—even if that reminder comes in the form of the threat of punishment.

A final question is this: "How palatable would this arrangement be to advertisers?"

The retail business is one of the most competitive fields in an economy based on competitive free enterprise. The greatest asset is *public* acceptance and customer confidence.

Extreme, or misleading advertising, is much more likely to occur in intensely competitive situations. However, if the same ground rules are applied to all advertisers it does not seem to me that there would be any lessening of competition.

■ I doubt that anyone can argue that responsible advertising will hurt any business.

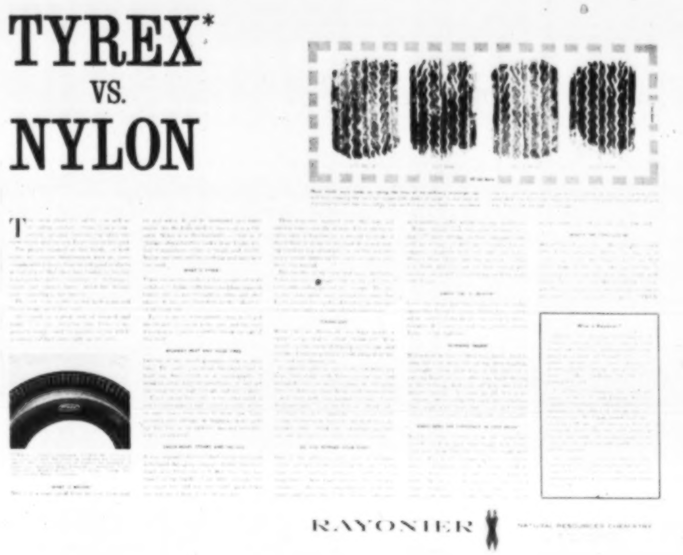
The whole history of American business bears out the fact that any measure which is helpful to the customer will serve the individual enterprise well. And certainly what is proposed is in the best interests of the customer.

I urge your consideration of playing a larger and more responsible part in American advertising practices. In the course of these comments, I have tried to indicate the newspaper's stake in a competition in responsibility. I believe you owe it to your readers, to your advertisers and to yourselves to accept this responsibility. No other agency is better qualified to take the steps necessary to turn a present weakness into a future strength.

And finally—you want to make newspapers the most effective advertising medium. We have given evidence that we share your opinion of their effectiveness. This program will be a big step toward doing just that. In 1960—we will be with you in so doing—over 60 million dollars worth! #

The Creative Man's Corner . . .

Good Copy Lost in a Mess



Buried in this distressing mess of an ad is a rather good piece of long body copy.

Unfortunately, the reader is given no reason in the world to read it. One headline printed on a yellow blob adorning one of those trick flaps without which no modern magazine is quite complete asks, "What's behind the big battle about tire safety?"

Not knowing there was a battle, we couldn't care less what is behind it. It may be the talk of the tire business but we doubt that most of the customers work in the rubber factories.

Another headline in big caps reads "TYREX* VS. NYLON." When you fold the flap back you find some small inky smudges of tires. A persistent reader of small print can discover that "These prints were made by inking the tires of an ordinary passenger car and then lowering the car's full weight onto sheets of paper." It seems the idea is to dramatize that you need strong tires because the whole weight of your car rides the road on little more area than is covered by your own two feet.

This could have been the basis of an interesting ad, although not this one.

Now at long last we get to the copy which seems to have been written by someone who had nothing to do with the rest of the advertisement. It succeeds in discussing the merits and demerits of various kinds of tire cords and making it sound like a fascinating subject. It attributes virtues to competitors and hits a modern high for believability.

Finally, it succeeds in convincing this rather skeptical critic that tires made with Tyrex viscose tire cord are the only kind a sensible man would buy.

Copy such as this deserves high reading. But it is not enough to write good copy. It is necessary also to make a good ad. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

The Plans Board

Small Indians, come spread your beliefs
Before the savage, painted chiefs.
With wild war whoops and mystic dances,
With tom toms and hypnotic trances,
They will burn you at the stake
While pausing for a coffee break.
They'll tear six months of work apart
And stuff the pieces in your heart.
Then, having spread their share of rue,
Depart, and leave the work to you.

JANUARY 1960 CIRCULATION
PHILADELPHIA DAILY NEWS

275,237

A Gain of 115,763 Circulation in Only Two Years!

From January 1958 to January 1960, circulation of the PHILADELPHIA DAILY NEWS has zoomed from 159,474 to 275,237. All without contests, premiums, or giveaways of any kind—accomplished by editorial excitement, editorial excellence.

And under the stewardship of Triangle Publications, Inc., which acquired the tabloid DAILY NEWS just two years ago,

advertising is climbing fast— 1,425,289 line gain in only one year!

The most spectacular linage increases have come in those advertising categories which interest our young, responsive audience.

This on-the-scene verdict by readers and advertisers is excellent proof that DAILY NEWS vitality, its bonus of a growing circulation, backed by local sales strength, give you more for your advertising dollar.

PHILADELPHIA DAILY
NEWS

an afternoon newspaper, published by Triangle Publications, Inc., Walter H. Annenberg, Pres.

The Peeled Eye Department . . .

Ads, News Clash on Mainline

By Dick Neff

The Playful Makeup Man

We don't know whether the out-of-town papers carried the stories about all those spicy goings-on up at Yale. But *ours* did, and right next to it they printed an ad by the *New York Daily News* with the headline: "Does Cafe Society really have as much fun as you?" Kind of makes a man think.

Dick Neff

. . . And the Playful Type Man

Colin Dawkins called our attention recently to a mailing piece by *Fortune* entitled "How to read *Fortune* in Bed," which identified on each page the type in which that page was set.

Inasmuch as there were a few errors, *Fortune* thoughtfully provided a listing of them. For example, the page which they had said was set in "24-pt. double-snored" type, *Fortune* pointed out, was really 24-pt. double-*scored*. The facing page, appropriately enough, was set in a typeface named ALERT.

Wall Signs Dept.

"Two heads are *never* better than one . . . they are a deformity."

Plug-ola, Old and New

If you think free plugs on tv are bad, you should read this little society item which a newspaper ran about 50 years ago, and which the *Wall Street Journal* reprinted Aug. 5, 1954, in "Pepper and Salt":

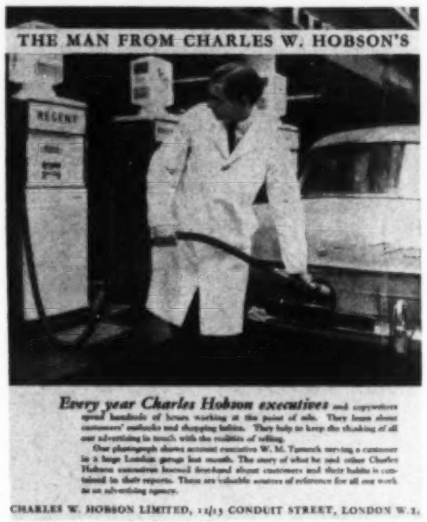
■ "Miss Jennie Jones and Bob Henry were married at the Jones Mansion last night. The bride is the daughter of Constable Jones, who has made a good officer and will doubtless be reelected this spring. He offers a fine horse for sale in another column of this issue.

"The groom runs a grocery store on Main Street and is a steady patron of our advertising columns. He has a good line of bargains in his ad this week. All summer, he paid two cents more for butter than any other store in town.

"They were married by the Rev. Josiah Butterworth, who last week called at this office and gave a nice order for printing. He is also going into business and will write fire insurance. So say the business cards we recently printed for him.

"Jennie and Bob left on the 10 p.m. train for Milwaukee to visit the bride's uncle, who, we understand, has lots of money . . ."

Our talent scout was Eugene Moore, of the advertising, promotion and public relations department, Armstrong Cork Co.



THE MAN FROM CHARLES W. HOBSON'S

Every year Charles Hobson executives

CHARLES W. HOBSON LIMITED, 12/13 CONDUIT STREET, LONDON W.1.

Great Minds in the Same Channel?

Bill Banks was kind enough to share this little English import with us. It's from the Dec. 5 *Economist*.

We are happy to see they didn't copyright it.

How to Un-Price Your Product

"PRICELESS TREASURE NOW $12.95" reads the headline of an ad for an 18th century pitcher spotted by Perry Schofield, a New York advertising consultant. Copy confirms its pricelessness: "EXCEPTIONAL VALUE!! $12.95 TAX INCL. (REG. $21)."

Says Perry: "Doubtless the copywriter is a *priceless* genius—say, about $—* a week!"

*We shan't print the unkind figure that the usually kindly and lovable Perry gave. #

Looking at Radio and Television . . .

Frantic Fifties on Television

By the Eye and Ear Man

A pretentious hodge-podge called "The Fabulous Fifties" has come and gone, but the memory stays with us as an advertising milestone in the future course of television.

The show ran two hours, was predominantly on tape and allegedly cost over $1,000,000. According to earliest and not necessarily reliable rating reports, the program dominated its competition on a declining basis, high acceptance in the earlier hours and a decreasing lead in the later hours. There is little doubt that most tv homes sampled the program and that included a number of homes that would not normally tune in.

■ The critical reviews of the show were in general extremely enthusiastic. The toughest critics of television accepted the program as "daring, different, imaginative, a credit to television, etc." It was generally agreed that this was just the kind of shot in the arm that television needed.

The tune-in advertising to publicize the program was extensive. At least $250,000, in one form or another, was required to let the people know that a blockbuster was planned.

■ The question is did General Electric Co. get its money's worth? The reaction of the people is important here and not that of the critics. Nobody but the sponsor and his ad agency know, but it is possible to assess the credits and debits in the case.

On the credit side, this super show was timed to coincide with the introduction of the company's new line of major appliances. The well-integrated commercials (the show itself was very choppy in format, but the commercials blended well into the show environment) probably got into most U. S. tv homes that were tuned in that night—that is, each viewing home was doubtless exposed to some of the GE sell.

■ On the debit side was the declining rating curve, which would seem to indicate that the home viewers weren't nearly as taken with this disjointed, frenetic, loosely strung together program as the newspaper tv critics. There was little to sustain a mood or to establish the kind of warmth and rapport that is generally considered so important in the presentation of a "company image" tv buy of this sort. The fact is this program was so lacking in the personal touch that many of the performers were not introduced to the audience. Even the obituary section of pictures were flashed on the screen without identification—and at a rate of speed that made it difficult for anybody besides relatives to recognize the faces.

Is this the kind of program that the critics want to replace the good honest old westerns? This kind of arty-crafty, overpriced, overproduced and disorganized entertainment? Television must encourage experimentation and variety in its fare, but should a pretentious what-is-it *be* labeled an artistic triumph? The danger is that it will become a pattern for others to follow. A viewer will look once at something new, but he won't be a sucker twice.

Tape is going to be a great help to special programs—no doubt about it. "The Fabulous Fifties" proved that. But technical improvements need discipline. Let's hope that future super productions resist the temptation to overproduce. And, gee whiz—let's get introduced to the talent. Even good old Ed Sullivan knows the importance of doing that. #

BIZ QUIZ

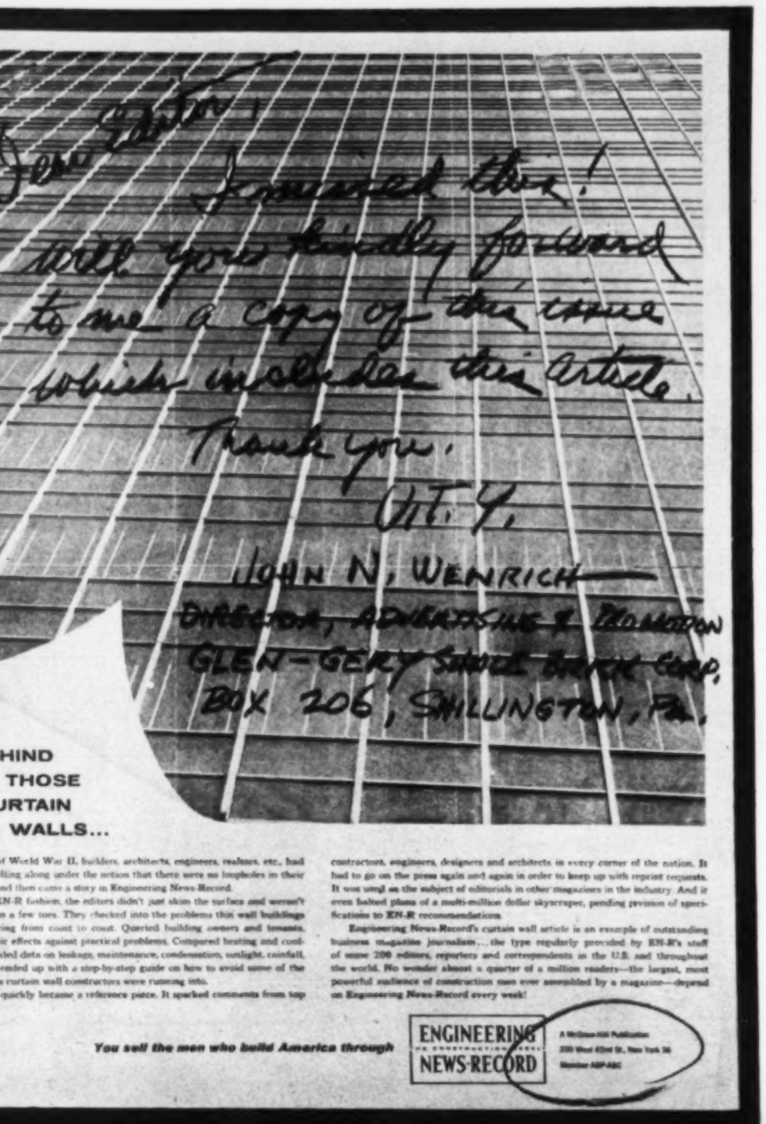
Lester Leber

Compiled by Lester Leber

Contributions to this department will be welcome. Answers on Page 73.

1. Magazine that carried the largest number of advertising pages last year was
   (A) New Yorker **(B) Business Week** **(C) Life**
2. Percentage of homes with color sets is
   (A) 1% **(B) 5%** **(C) 10%**
3. Electrical appliance in the largest number of homes is
   (A) Radio **(B) Refrigerator** **(C) TV Set** **(D) Washing Machine**
4. In food store sales the ratio of major advertised brands to competing products is
   (A) Even **(B) 2 to 1** **(C) 3 to 1**
5. In a year, the number of Americans who change place of residence is
   (A) 9,000,000 **(B) 21,000,000** **(C) 34,000,000**
6. Although smoking soared to new heights last year, one of these categories declined
   (A) Cigarets **(B) Smoking Tobacco** **(C) Cigars**
7. Of shares traded on the New York Stock Exchange the number that sold for more at the end of 1959 than at the beginning constituted
   (A) 40% **(B) 60%** **(C) 80%**
8. Over 10,000 new chain stores were opened last year. The most active field was
   (A) Food **(B) Apparel** **(C) Drug** **(D) Variety**
9. In billions of dollars total retail sales for 1959 reached
   (A) 100 **(B) 200** **(C) 300**
10. How much of today's economy is accounted for by these four items: food, housing, clothing and transportation?
    (A) 60% **(B) 75%** **(C) 90%**
11. State with greatest number of outboard motors in use is
    (A) California **(B) Michigan** **(C) New York**
12. Among paper products, the item with largest volume is
    (A) Napkins **(B) Towels** **(C) Bathroom tissue** **(D) Facial tissue**
13. Median age at which women are now marrying is
    (A) 18 **(B) 20** **(C) 22**
14. During the Fifties our population grew by 25 million. During the Sixties it is expected to increase by another
    (A) 34,000,000 **(B) 44,000,000** **(C) 54,000,000**
15. Compared with 1939 the number of Americans living on farms has
    (A) Remained static **(B) Increased one third** **(C) Dropped one third**
16. In Japan it takes 900 man-hours to grow an acre of rice. In the United States it takes
    (A) 7 **(B) 70** **(C) 700**
17. Nation's No. 1 defense contractor is
    (A) General Dynamics **(B) General Electric** **(C) General Motors**
18. Country most visited by American tourists is
    (A) Britain **(B) Italy** **(C) France**
19. In restaurants the average tab charged through a credit card compares with the average cash transaction as follows:
    (A) About the same **(B) 10% more** **(C) 20% more**
20. The trucking industry's share of total freight haulage has risen to
    (A) 20% **(B) 40%** **(C) 60%**

"BEST OF ALL... from the advertising people we want to reach in our ads"



Dear Editor,
I missed this!
Will you kindly forward
to me a copy of the issue
which includes this article.
Thank you.
V.T.Y.,
JOHN N. WENRICH
DIRECTOR, ADVERTISING & PROMOTION
GLEN-GERY SHALE BRICK CORP.
BOX 206, SHILLINGTON, PA.

BEHIND
THOSE
CURTAIN
WALLS...

Since the end of World War II, builders, architects, engineers, realtors, etc., had been merrily rolling along under the notion that there were no loopholes in their curtain walls. And then came a story in Engineering News-Record.

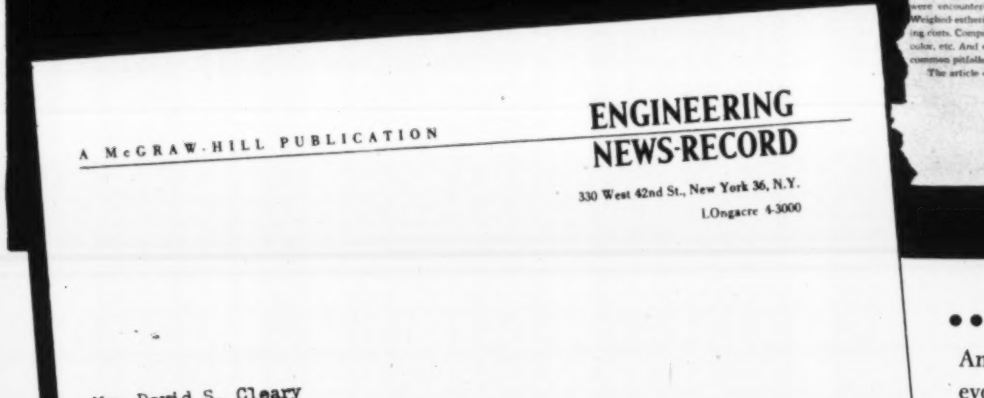
In typical EN-R fashion, the editors didn't just skim the surface and weren't afraid to step on a few toes. They checked into the problems thin wall buildings were encountering from coast to coast. Queried building owners and tenants. Weighed esthetic effects against practical problems. Compared heating and cooling costs. Compiled data on leakage, maintenance, condensation, sunlight, rainfall, color, etc. And ended up with a step-by-step guide on how to avoid some of the common pitfalls curtain wall constructors were running into.

The article quickly became a reference piece. It sparked comments from top contractors, engineers, designers and architects in every corner of the nation. It had to go on the press again and again in order to keep up with reprint requests. It was used as the subject of editorials in other magazines in the industry. And it even halted plans of a multi-million dollar skyscraper, pending revision of specifications to EN-R recommendations.

Engineering News-Record's curtain wall article is an example of outstanding business magazine journalism... the type regularly provided by EN-R's staff of some 200 editors, reporters and correspondents in the U.S. and throughout the world. No wonder almost a quarter of a million readers—the largest, most powerful audience of construction men ever assembled by a magazine—depend on Engineering News-Record every week!

You sell the men who build America through ENGINEERING NEWS-RECORD

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC



A McGRAW-HILL PUBLICATION

ENGINEERING
NEWS-RECORD

330 West 42nd St., New York 36, N.Y.
LOngacre 4-3000

Mr. David S. Cleary
Advertising Age
630 Third Avenue
New York, New York

Dear Dave:

Since it is always very gratifying to us to hear about good results from insertions placed in our publication by advertisers, I thought you might be pleased to hear of some good "results" from a recent ad of ours in Advertising Age.

Our page ad featured the outstanding response we received from our readers as a result of an article on "thin-wall" construction. Our ad did not offer anything and we did not plan on any direct response.

After the ad appeared, however, we received a number of requests for the issue or reprints of the article featured in our advertisement. And best of all, the requests were almost entirely from the advertising people we want to reach in our ads.

Cordially,

Don. Robertson

Donald S. Robertson
Advertising Sales Manager

DSR:jc

...by letter, phone call and tear sheet

An ad manager's dream: reader reaction to an ad that was not planned to evoke direct response! This is the enviable situation Don Robertson, advertising sales manager of Engineering News-Record, a leading publication serving the building and construction industry, found himself in recently when he ran a page in Advertising Age. Titled "Behind those Curtain Walls," the ad told of the response to an editorial item that had appeared in EN-R. This ad, as inserted in Ad Age, did not offer a reprint of the article. No direct response was expected from it. Naturally, Mr. Robertson's surprise continued to grow as he received request after request — by letter, phone and even the tear sheet of the ad as shown above — for reprints of the article. As Mr. Robertson puts it in his letter, "And best of all, the requests were almost entirely from the advertising people we want to reach in our ads." As we said: An ad manager's dream!

If you want to reach the right people in your market—the activators, influencers and decision-makers—look to Ad Age, the National Newspaper of Marketing. Over 47,000 paid subscribers, the greatest concentration of advertising and marketing men ever assembled, are available every week for your market message. Look to Ad Age for action and reaction!

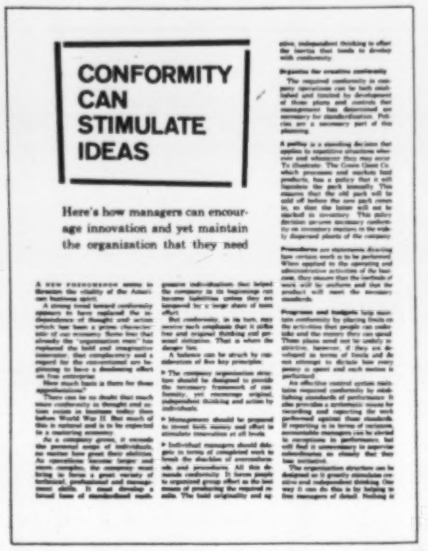
Advertising Age
Outdoor Admen Told to Do More Research
4 A's Elects Ladgin Chairman; Bates is New Vice-Chairman
Carlson Studies Plan for 'Expedited' First Class Mail to Cost 5c an Ounce
Donald McGraw Is New President of McGraw-Hill Co.
Sarnoff Asks NBC Affiliates for Cooperation

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

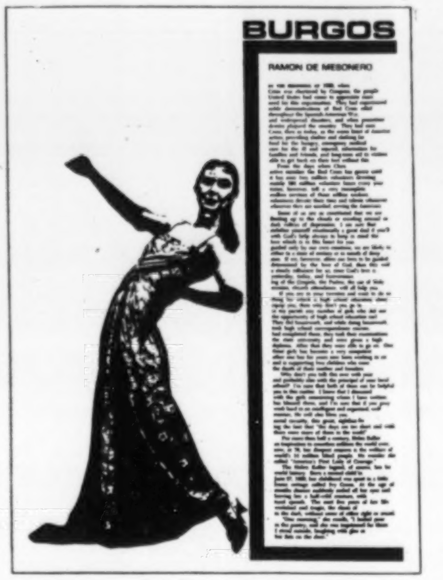
Tips for the Production Man . . .



CONFORMITY CAN STIMULATE IDEAS

Here's how managers can encourage innovation and yet maintain the organization that they need

D

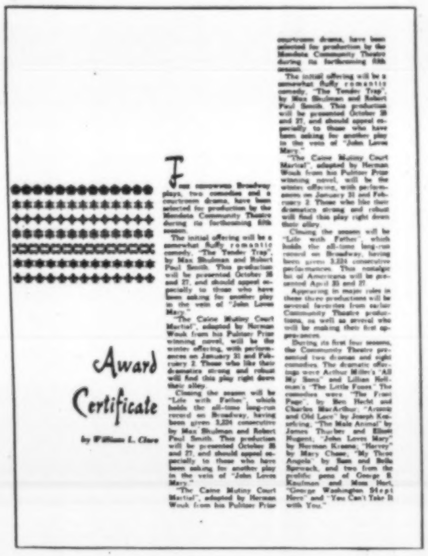


BURGOS

RAMON DE MESONERO

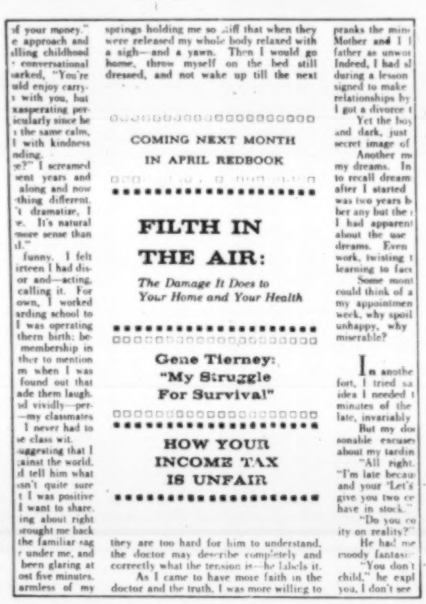
E

F



Award Certificate

G



springs holding me so stiff that when they were released my whole body relaxed with a sigh—and a yawn. Then I would go home, throw myself on the bed still dressed, and not wake up till the next

COMING NEXT MONTH

IN APRIL REDBOOK

FILTH IN THE AIR:

The Damage It Does to Your Home and Your Health

Gene Tierney: "My Struggle For Survival"

HOW YOUR INCOME TAX IS UNFAIR

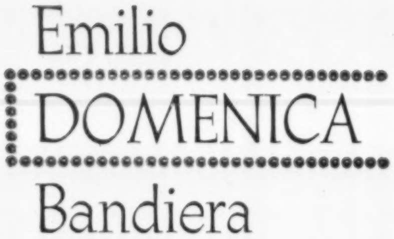
they are too hard for him to understand, the doctor may describe completely and correctly what the tension is—he labels it.

As I came to have more faith in the doctor and the truth, I was more willing to

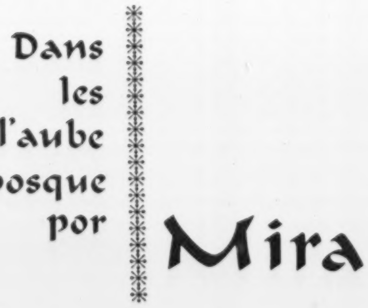
BORDERS FOR DESIGN RELIEF—*Examples A, B and C provide a sampling of possible combinations of borders with display headings; D, from Nation's Business, illustrates a conventional box heading treated in unconventional style; in E, a heavy, three-sided box highlights the text; F illustrates an accumulation of border pieces into a single dramatic unit, and G, from Redbook, calls upon border pieces to break up a semi-tabular listing.*

Try Interesting Border Designs to Enhance Your Presentation

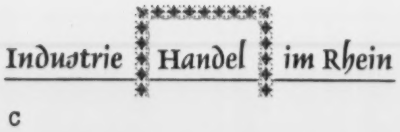
By Kenneth B. Butler



A



B



C

Illustrative highlights are not always available when you want them. Particularly this is true of editorial presentation, but it is also often the case in the assembling of advertising display, programs, cards and mailing pieces.

It is not, however, necessary to wave the white flag of surrender. The use of interesting borders and rules can very often serve as fascinating substitution.

It sometimes seems to me that we become so accustomed to seeing borders assembled in drab, listless four-sided boxes that we have been blinded to the wonderful potential therein.

■ As a starter, let's examine the box itself. Who says that it has to be four-sided, or, for that matter, that it must be positioned at the exterior-most sides of the occupied area?

There is something provocative about the three-sided box, either surrounding the entire area or offset to enclose only a portion of the content.

But perhaps you're looking for something a little more solid than a box. Why not an accumulated mass of printers' rules—all in the same style or in a variety of harmonious styles? Such an accumulation can often provide the impact ordinarily associated with an illustration of the same size, despite lack of subject matter.

Selection of interesting border designs can do much to enhance the presentation. I am not suggesting employment of heavy-handed complicated borders, although even these can sometimes produce some interesting effects. I am, however, recommending that you eschew weak parallel rules or others of similar senility.

Even a row of tiny squares and circles will prove far more potent. And Linotype, Intertype, Monotype, and Ludlow all have large assortments from which to choose, should you not wish to invest in some of the lovely designs available from handset type manufacturers. #

Salesense in Advertising . . .

Jottings From My Notebook

By James D. Woolf

Creative Consultant

One great secret of the success of one of the greatest copywriters and all-around advertising men in the U.S.A. can be summed up in a word of eight letters.

That word is *tenacity*.

James D. Woolf

Given the germ of an idea for, say, a headline, he will labor over it unremittingly until he feels he has achieved perfection—or as close to perfection as he believes is humanly possible. I once knew him to persevere over a headline for 20 consecutive hours, his only nourishment a dozen cups of coffee. During this long period of creative agony he must have written and discarded at least a hundred headlines, many of which would have been satisfactory to a less tenacious copywriter. And I have known him to reject 50 or more rough layouts, over a period of a week or two, before he felt something approaching perfection had been achieved.

Outstanding advertising is seldom achieved in a hurry, at least not by this superlative artist.

* * *

Advertising is at its best when it provides the consumer with *useful* information. I have a notion that "How to" are the most potent two words in the lexicon of advertising.

* * *

Idling in the lounge car of the Super Chief the other day, I noticed two women thumb through a current copy of the *Ladies' Home Journal*. I noticed that they paid a great deal of attention to the advertising and discussed several pages with obvious interest. The fact is that the American people *like* advertising, a proposition which has been proved by the *Reader's Digest*. But this does not mean that they approve and put their trust in advertising that is misleading and fraudulent. Despite the current scandals, advertising has the public on its side if it will give them a fair deal.

* * *

It constantly astonishes me to note how few advertisers include a money-back guarantee in their copy. I have made a number of comparative tests and I find that the inclusion of a guarantee invariably increases pulling power, sometimes as much as 50%.

* * *

There are far too many adjectives and adverbs in most advertising copy and in sales talks by salesmen.

* * *

Thought-provoking is this observation by Sydney J. Harris: "My theory is that people do *not* know what they want—until it is given to them. We are all bundles of vague and conflicting appetites, and the only thing certain is that there can be no certainty in predicting the popularity of anything." #

On the Merchandising Front . . .

Will Factory-Financing of Dealer Inventory Spread?

By E. B. Weiss

Financial authorities appear to agree that so long as our economy moves to higher levels, or even so long as it remains on a high plateau, we will be faced with tight money conditions more often than otherwise.

E. B. Weiss

As a consequence, it appears likely that a spreading variety of industries will turn to various forms of factory-financing of the dealer's inventory. This could turn out to be a merchandising development of great importance for the very simple reason that the manufacturer best able to finance his dealers will enjoy a distinct competitive edge. (Incidentally, while at the moment this factory financing is considered to be a big-ticket program, tight money may encourage its spread into merchandise lines that are far removed from the big-ticket classification.)

In any event, it would be well for merchandise executives in many merchandise classifications to study carefully what is now happening in tv-appliances (and it might be noted here that what has developed in this regard in tv-appliances was unquestionably stimulated by related credit developments in automobiles where each of the Big Three now has financing subsidaries).

■ In tv-appliances, the program is generally called "floor plan credit." However, it is not limited to dealer floor stock; it includes total dealer inventory.

Under this factory financing program, the general procedure is somewhat as follows:

1. When a dealer orders from a distributor, the dealer makes a 10% down payment.

HOW TO PUT COLOR into your printing

BALLOONS 10¢

...at little more than the cost of black and white

The idea is catching on. More and more, printers and advertisers are using colored ink on colored paper to get a pleasing, eye-catching effect with only one press impression.

The added cost is negligible. Colored inks cost only a little more than black inks; colored papers cost only a little more than white papers of equal quality.

So here's an idea which, when applied to any press run, long or short, can result in great economy, actually giving a two-color* effect with one-color printing.

Ask your nearby merchant (see other side) for samples of Beckett colored papers.

**A multi-color effect can be secured by screening certain areas as we have done in our illustration.*

Make your next one-color job a two-color production by printing with colored ink on one of the many beautiful colored papers in the Beckett line.

BUCKEYE-BECKETT PAPERS

THE BECKETT PAPER COMPANY
HAMILTON, OHIO

THESE LEADING MERCHANTS SELL BECKETT PAPERS

ALABAMA

Graham Paper Company	Birmingham
Sloan Paper Company	Birmingham
Partin Paper Company	Mobile

ARIZONA

Butler Paper Company	Phoenix
Graham Paper Company	Phoenix
Graham Paper Company	Tucson

ARKANSAS

Roach Paper Company	Little Rock

CALIFORNIA

Butler Paper Company	Long Beach
Butler Paper Company	Los Angeles
Butler Paper Company	San Diego
Pacific Coast Paper Company	San Francisco

COLORADO

Butler Paper Company	Denver
Graham Paper Company	Denver
Butler Paper Company	Pueblo

CONNECTICUT

Carter Rice Storrs & Bement, Inc.	Hartford
Henry Lindenmeyr & Sons	Hartford
Carter Rice Storrs & Bement, Inc.	New Haven
Henry Lindenmeyr & Sons	New Haven

DISTRICT OF COLUMBIA

Stanford Paper Company
The Barton, Duer & Koch Paper Company

FLORIDA

Jacksonville Paper Company	Jacksonville
Everglade Paper Company	Miami
Central Paper Company	Orlando
Capital Paper Company	Tallahassee
Tampa Paper Company	Tampa

GEORGIA

Sloan Paper Company	Atlanta
Macon Paper Company	Macon
Atlantic Paper Company	Savannah

ILLINOIS

J. W. Butler Paper Company	Chicago
James White Paper Company	Chicago
J. W. Butler Paper Company	Peoria

INDIANA

Butler Paper Company	Evansville
C. P. Lesh Paper Company	Evansville
Butler Paper Company	Ft. Wayne
The Central Ohio Paper Company	Indianapolis
The Chatfield Paper Corporation	Indianapolis
C. P. Lesh Paper Company	Indianapolis
Mid-States Paper Company	Terre Haute

IOWA

J. W. Butler Paper Company	Cedar Rapids
Western Newspaper Union	Des Moines
Weber Paper Company	Dubuque
Western Newspaper Union	Sioux City

KANSAS

Butler Paper Company	Wichita
Graham Paper Company	Wichita

KENTUCKY

Graham Paper Company	Louisville
Louisville Paper & Mfg. Co.	Louisville
Rowland Paper Company	Louisville

LOUISIANA

Butler Paper Company	New Orleans
Graham Paper Company	New Orleans
Western Newspaper Union	Shreveport

MAINE

Carter, Rice & Company Corporation	Augusta

MARYLAND

The Barton, Duer & Koch Paper Co.	Baltimore
Stanford Paper Company	Baltimore

MASSACHUSETTS

Carter Rice Storrs & Bement, Inc.	Boston
Lindenmeyer Paper Co., Inc.	Boston
Carter Rice Storrs & Bement, Inc.	Springfield
Carter Rice Storrs & Bement, Inc.	Worcester

MICHIGAN

Butler Paper Company	Detroit
The Union Paper & Twine Company	Detroit
Central Michigan Paper Company	Grand Rapids
The Union Paper & Twine Company	Jackson

MINNESOTA

John Boshart Paper Company	Duluth
Butler Paper Company	Minneapolis
Graham Paper Company	Minneapolis
Inter-City Paper Company	Minneapolis
Paper Supply Company	Minneapolis
Inter-City Paper Company	St. Paul

MISSISSIPPI

Graham Paper Company	Jackson

MISSOURI

Butler Paper Company	Kansas City
Graham Paper Company	Kansas City
Butler Paper Company	St. Louis
Graham Paper Company	St. Louis
Butler Paper Company	Springfield

MONTANA

Western Newspaper Union	Billings
Yellowstone Paper Company	Billings
Ward Thompson Paper Company	Butte

NEBRASKA

Western Newspaper Union	Lincoln
Western Paper Company	Omaha

NEW JERSEY

Henry Lindenmeyr & Sons	Hillside

NEW MEXICO

Butler Paper Company	Albuquerque
Graham Paper Company	Albuquerque

NEW YORK

The Hudson Valley Paper Company	Albany
The Alling & Cory Company	Buffalo
The Union Paper & Twine Company	Buffalo
The Alling & Cory Company	New York City
Miller & Wright Paper Company Division of The Alling & Cory Co.	New York City
Bulkley, Dunton & Company	New York City
Henry Lindenmeyr & Sons	New York City
Marquardt & Company, Inc.	New York City
Nelson-Whitehead Paper Corp.	New York City
The Alling & Cory Company	Rochester
The Alling & Cory Company	Syracuse
Troy Paper Corporation	Troy
The Alling & Cory Company	Utica

NORTH CAROLINA

Henley Paper Company	Asheville
Caskie Paper Company, Inc.	Charlotte
Charlotte Paper Company	Charlotte
Henley Paper Company	High Point
Raleigh Paper Company	Raleigh

NORTH DAKOTA

Western Newspaper Union	Fargo

OHIO

The Chatfield Paper Corporation	Cincinnati
The Cincinnati Cordage & Paper Co.	Cincinnati
The Diem & Wing Paper Company	Cincinnati
The Whitaker Paper Company	Cincinnati
The Central Ohio Paper Company	Cleveland
The Union Paper & Twine Company	Cleveland
The Central Ohio Paper Company	Columbus
The Central Ohio Paper Company	Dayton
The Cincinnati Cordage & Paper Co.	Dayton
The Central Ohio Paper Company	Toledo

OKLAHOMA

Graham Paper Company	Oklahoma City
Beene Paper Company	Tulsa

OREGON

West Coast Paper Company	Portland

PENNSYLVANIA

Garrett-Buchanan Company	Allentown
Lehigh Valley Paper Corporation	Allentown
The Alling & Cory Company	Harrisburg
Bock Paper Company	Harrisburg
Garrett-Buchanan Company	Lancaster
Garrett-Buchanan Company	Philadelphia
D. L. Ward Company	Philadelphia
The Alling & Cory Company	Pittsburgh
The Chatfield & Woods Co. of Pa.	Pittsburgh
Garrett-Buchanan Company	Reading
Elm Paper Company	Scranton

RHODE ISLAND

Carter Rice Storrs & Bement, Inc.	Providence

SOUTH CAROLINA

Palmetto Paper Company	Columbia

SOUTH DAKOTA

Sioux Falls Paper Company	Sioux Falls
Western Newspaper Union	Sioux Falls

TENNESSEE

Graham Paper Company	Chattanooga
Sloan Paper Company	Chattanooga
The Cincinnati Cordage & Paper Co.	Knoxville
Graham Paper Company	Knoxville
Graham Paper Company	Memphis
Graham Paper Company	Nashville

TEXAS

Graham Paper Company	Dallas
Southwestern Paper Company	Dallas
Graham Paper Company	El Paso
Southwestern Paper Company	Ft. Worth
Graham Paper Company	Houston
Southwestern Paper Company	Houston
Graham Paper Company	Lubbock
Graham Paper Company	San Antonio

UTAH

Western Newspaper Union	Salt Lake City

VIRGINIA

Caskie Paper Company, Inc.	Lynchburg
B. W. Wilson Paper Company	Richmond

WASHINGTON

West Coast Paper Company	Seattle
Independent Paper Company	Spokane
Allied Paper Company	Tacoma

WEST VIRGINIA

Copco Papers, Inc.	Charleston
The Cincinnati Cordage & Paper Co.	Huntington

WISCONSIN

Standard Paper Company	Appleton
Steen-Macek Company	Green Bay
Standard Paper Company	Madison
Standard Paper Company	Milwaukee
Standard Paper Company	Wisconsin Rapids

EXPORT AGENTS:

Bulkley, Dunton Paper Co., S.A.	New York City
Champion Paper Corporation, S.A.	New York City
Silleb, Inc.	New York City
Castex Paper Export Co.	New York City
Pamco Incorporated	San Francisco

CANADIAN AGENTS:

T. B. Little Papers, Ltd.	Montreal, Quebec
McFarlane Son & Hodgson, Ltd.	Montreal, Quebec
Whyte-Hooke Papers, Ltd.	Toronto, Ontario
Wilson-Munroe Company, Ltd.	Toronto, Ontario
Coast Paper Company, Ltd.	Vancouver, B. C.
Mid-West Paper Sales, Ltd.	Winnipeg, Manitoba
Smith, Davidson & Lecky, Ltd.	Calgary and Edmonton, Alberta
Clark Papers, Ltd.	Calgary, Alberta

This is BECKETT OFFSET, Green, Wove, Vellum Finish, 70 lb.

2. As the inventory is sold—piece by piece—the dealer must pay for it.

3. Within 90 days, sold or not, full payment must be made by the dealer.

4. The dealer really does not own the inventory. He does not own it until he both sells and pays for it. (And the law makes it a felony if the dealer makes a sale and does not remit promptly.)

5. The usual interest charge is 1½% for the 90 day term.

■ **6.** Factory, distributor and dealer each pay ½ of 1%. (Frequently, the distributor assumes the dealer's contribution; thus the distributor offers "free" financing to the dealer.)

7. If in 90 days the inventory is not moved, the dealer renegotiates the loan, usually by making another 10% payment and paying ½ of 1% on the outstanding balance.

8. Under this plan, a dealer usually can obtain two to three times the credit that would be available from a distributor on open account. (Therefore, a dealer buying, say, three lines, may be able to acquire *six times* the inventory available on open account, and even *nine times* that total.)

9. Clearly, when a dealer places a larger order he may obtain a larger discount.

■ **10.** The plan may also tie a dealer closer to a distributor.

11. The distributor's salesman checks the dealer's inventory to determine whether all sold merchandise has been reported. (This may be a weak link because salesmen notoriously hate to report any delinquency by their accounts.)

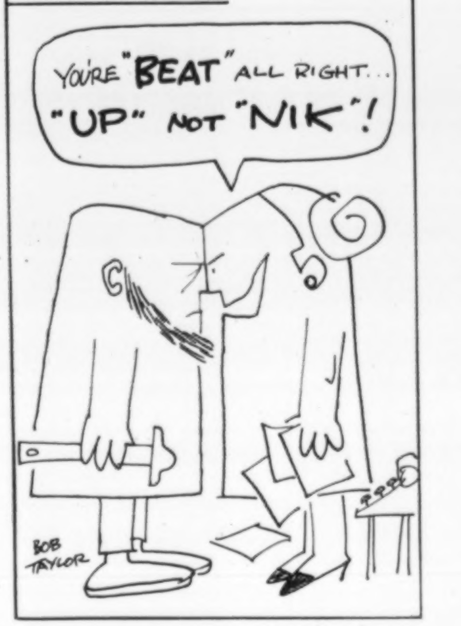
12. If the dealer fails with merchandise bought on open account, the distributor becomes simply another creditor. But under this plan, the distributor simply replevins the inventory.

13. It tends to discourage the dealer from selling merchandise bought on open account and using that money to pay another distributor.

In tv-appliances, the major corporations now have financing subsidiaries. This includes RCA Victor, RCA Whirlpool, Frigidaire, General Electric, Westinghouse, Admiral, Philco, Kelvinator, Norge. It is obvious that when one manufacturer adopts a program of this kind, competitors are compelled to follow suit.

It should be pointed out that with so many manufacturers developing gigantic lines, thoroughly diversified, this type of financing program could be a potent factor in turning dealers into *one-line* dealers. It should also be pointed out that this financing plan brings manufacturers still closer to *taking over* the total retail function. And that, finally, may ultimately encourage still more manufacturers to go into retailing themselves, or to make still closer affiliations which will bring both distributors (or wholesalers) and retailers *under one corporate* roof.

ART & COPY


YOU'RE "BEAT" ALL RIGHT... "UP" NOT "NIK"!
BOB TAYLOR

■ As I started out by saying, tight money promises to be with us for a long, long, time. Giant corporations either have, or have acce~s to money. Now they know that their financial power can be brought into the realm of marketing in an extraordinarily potent way. So prepare for more factory financing of dealer inventory in more merchandise classifications.

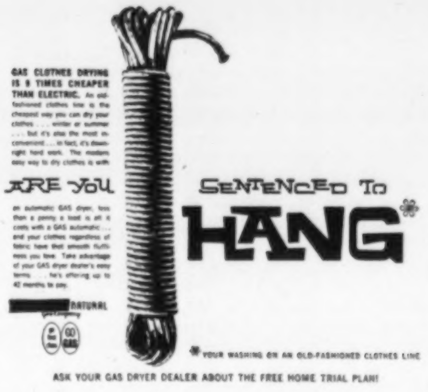
It is possible that the expansion of this concept will continue to take place primarily in big-ticket merchandise; perhaps furniture, rugs, etc., will be adapting some such program to the requirements of these classifications. But I believe factory financing of distributors and of dealers will spread to many other classifications for the very reasons I have already listed plus one more reason, namely, the enormous spread of credit retailing. Practically all retailers are offering credit—and this means they will have a growing need for factory financing. #

Learning from the Retail Ads . . .

The 'Nothing but Layout Counts' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)


GAS CLOTHES DRYING IS 9 TIMES CHEAPER THAN ELECTRIC.
ARE YOU
SENTENCED TO HANG
[redacted] NATURAL
YOUR WASHING ON AN OLD-FASHIONED CLOTHES LINE
ASK YOUR GAS DRYER DEALER ABOUT THE FREE HOME TRIAL PLAN!

Wanna buy a clothes-line? This one is sentenced to hang. Maybe you can hang it yourself.

This is a good bad example of "art" in so-called advertising, instead of "sell." Don't take the time to find out what the ad's about. I've already done that for you. No use our both wasting our time. It's not to sell clotheslines. It's to sell women readers, presumably, on wanting a gas dryer, presumably, and to get them to ask their dealers about it.

■ As an abstract matter this is a nice layout. As a layout to communicate a story to readers through the elements the ad contains, it is as sharp as a millstone, and as bright as a coal mine. Many layout artists will hate me for these words. But layout artists who are at the same time professional advertising people will get the point and agree.

A layout is a graphic plan for the elements of an ad by gradation and sequence for purposes of most effective communication. The only reason a layout artist is ever worth his salt is because he knows better than copywriters or any other ad people how to "make" people follow his layout for easiest possible absorption of the advertising-selling story.

■ Here, layout has no concern whatever for that. If you read the layout normally, you read first: "Sentenced to hang." Then you are expected to begin at the top of the left hand side which means up-tracking. Up-tracking is not normal. We are taught from the time we are very young to start at the top and read down.

If you do start there and read down you soon come to: ". . . The modern, easy way to dry clothes is with ARE YOU an automatic GAS dryer." Bucked off the track, you then realize the headline is divided by the heading. So is the copy. This is a device of a creative man, not an adman.

Or after reading "Sentenced to Hang," which cries: "Read me first," maybe your eye is attracted across the line to "Are You," which again is senseless. And then you are still expected to jump to the top of the type.

■ This is the kind of ad that is likely to win a prize for extraordinary merit at some convention. The committee of judges? Admen from the industry, who probably create the same kind of ads.

Is it worse for me to be ruthless with such an ad as this, than it is for ad creators to be ruthless in the waste of their companies' money, and with the semi-profession of advertising, and with the country's economy? Almost any ad person can learn better than this if he is literate. I think consumers—men and women who face the world and its day-to-day affairs of life and living—must be fed up with dishonest advertising, and coy advertising, and circuitous advertising, and creative advertising that knows nothing of the part real ads can play in the world. #

What They Were Saying 25 Years Ago . . .

T. Swann Harding, chemist, in his new book, "The Popular Practice of Fraud" (AA, Feb. 23, 1935):

"In this country worthless products are too often literally forced upon the gullible by conditioning them, through advertising, to believe in their value and to desire them."

Advertising Age, in an editorial (AA, Feb. 16, 1935):

"A remarkable tribute to the power of advertising is constantly paid by those enthusiastic critics who insist that dishonest advertising separates the public successfully and continuously from large sums of money. Poor advertising almost invariably carries its own penalty and corrective in the form of inadequate results. Products which are badly advertised, with blatant claims unsupported by facts and experience, are quickly put at a competitive disadvantage as the public registers its disapproval in ways no manufacturer can mistake."

E. H. Harris, publisher of the Palladium-Item, Richmond, Ind., and chairman of Inland Daily Press Assn.'s press-radio relations committee, in a committee report (AA, Feb. 23, 1935):

"Recently there has been a disturbing development. Large department stores have purchased a news service from an anti-newspaper news agency, and they have broadcast this news service direct from their stores. The radio station has no control over this news. The editing of the news, therefore, is in the hands of the advertiser."

Ralph D. Allum, assistant to the president, Lord & Thomas, in an Advertising Age interview (Feb. 16, 1935):

"We have found that it is very easy to think of a great many questions to be answered by research, but that the mistake most frequently made is to find, only too often, that much of this information is academic. The value that we attach to research is determined entirely by what we are going to do with the information when we get it."

BIZ QUIZ

Answers to the questions on Page 68

1. **(A)** New Yorker led with 5,054 pages. Business Week had 4,701. Life totaled 3,663. (In dollar revenue, Life was first with 134,000,000. The other two were just above the 18,000,000 mark.)
2. **(A)** There are about 50,000,000 b&w tv homes and about 500,000 color-set domiciles.
3. **(B)** Saturation figures for wired homes are: refrigerators 97.7%, radios 96.3%, washers 90.9%, tv 89%.
4. **(C)** 38 food store commodity groups have been under observation by Nielsen since 1951. Major brands account for about 75% of sales with the remainder going to sectional brands, private labels and distributors' brands.
5. **(C)** Between March 1955 and March 1956, 34,000,000, or 21%, of the civilian population over the age of one year moved their homes.
6. **(B)** Pipe tobacco sales were slightly below 1958, although above any other recent year. Cigar volume was the highest since World War II, cigaret consumption the biggest ever.
7. **(B)** 623 rose and 413 fell. 100 issues jumped 50% or more.
8. **(A)** New units opened in 1959 were 2,700 for food, 700 for drugs, 670 for variety merchandise, 600 for apparel.
9. **(B)** Retail sales attained a record high of $215.6 billion, about 8% above 1958.
10. **(B)** A generation ago almost all of the average family's income was spent on these four items.
11. **(C)** Empire State leads with 514,000. Michiganders own 407,000 and California accounts for 357,000.
12. **(C)** In millions of dollars toilet paper leads with 261. Facials: 165. Napkins: 64. Towels: 54.
13. **(B)** Census Bureau says it's 20 years 2½ months, youngest in our history. Median for new husbands is 22 years 4 months.
14. **(A)** And that's adding the equivalent of the total present population of Australia, Canada and Cuba.
15. **(C)** There are now about 21,000,000 persons living on farms as against 31,000,000 in the late '30s.
16. **(A)** Through the miracle of mechanical harvestry an American rice farm can pile up 3,000 bags a day.
17. **(A)** The Pentagon announced that General Dynamics was its biggest supplier last year, followed by Boeing, North American Aviation and General Electric. General Motors was not among the top ten.
18. **(C)** More than a million Americans travelled to foreign lands last year. France was their favorite with Britain second and Italy third.
19. **(C)** **Restaurant Management** states that the charge patron spends 20% to 25% more than the cash customer.
20. **(A)** Last year the truckers accounted for 290 billion ton miles, making continued inroads into railroad volume. It was a 20% jump over 1958.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Raymond Rubicam Sets the Record Straight on Pall Mall; Credits Slogan to Whittier, Not Hill

To the Editor: Your story of the advertising history of Pall Mall (AA, Feb. 1) was in error in stating that the long-used slogan, "Pall Mall travels the smoke further," was originated by George Washington Hill when the Pall Mall account was with Young & Rubicam. The fact is that the phrase was originated by Roy Whittier, then the number one creative man of Y&R. I remember well the occasion of its presentation to Mr. Hill.

As Whit wrote the phrase the wording was "The smoke travels further," which Mr. Hill changed to "Travels the smoke further." Whit and the agency recognized this as an improvement; but the fact remains that the idea, the principal wording, and the initiation were Young & Rubicam's by way of Whittier.

In your story you illustrate and describe the magazine campaign in which military men were pictured comparing the lengths of cigarets, but you do not identify the agency whose work this was. For whatever the fact may be worth, this campaign was originated and written by Charlie Feldman, then a Y&R copy man and now the agency's creative head.

You also say in your story that "Young & Rubicam, which acquired the account in 1939, gave way in 1940 to Ruthrauff & Ryan . . ." This is in error in two respects: Y&R acquired the account Aug. 30, 1938, and resigned it Jan. 16, 1941, according to Y&R's records. Your statement that the agency "gave way" to Ruthrauff & Ryan is somewhat misleading in view of the resignation.

Later in your story you indicate in passing that Young & Rubicam resigned the account. Y&R *did* resign, on Jan. 16, 1941, not only Pall Mall, but Half & Half pipe tobacco and the cigar accounts of American Tobacco Co. This was done by me personally for what I believed to be the best interests of the agency.

Most of us in Y&R had come to feel that when George W. Hill was added to the innate and unavoidable difficulties of the business, the "mix" was too much to take except in case of stark necessity.

That necessity we did not have. In our case we had a strong list of clients—and knew we could acquire others—for whom we could do advertising at least as effective as any that Hill would let us do, and we could do it without the pain of working for a man whose reputation for ability was derived, in my opinion, at least as much from his temperamental originality as from his creative originality.

Our decision to resign from service to the American Tobacco Company was accompanied by considerable regret that we would no longer be associated with a number of people there, including the present president of the company, Paul Hahn.

Raymond Rubicam,
Scottsdale, Ariz.

•

To the Editor: As a one-time promotional ambassador for American Tobacco Co., now employed in the noble order of monarchial copywriting ballyhooers, your timely (and tasty) article on the successful advertising campaign of Pall Mall cigarets naturally aroused my deepest interests . . .

Let's face it . . . the success of Pall Mall does not lie chiefly in the consistency of its advertising campaign, but in the over-satiated campaigns of its competitors, along with the apathy of the American public. True, the silver salver may have souped up sales, but the abundant, ailing advertisements of Pall Mall's competitors who neglected to read the writing on the wall, significantly contributed to its paramount position today.

Donald C. Lavins,
Copywriter, NEGEA Service Corp., Cambridge, Mass.

AA's Pulling Power Is Tremendous, Readers Discover

To the Editor: Anyone who doubts the readership of ADVERTISING AGE should be interested in the following data on response of your readers to Mrs. Kalep's request for their old Christmas cards, as per her "Voice of the Advertiser" letter (AA, Dec. 28):

> Through Feb. 1, 1960, boxes of cards received from **363** different sources.
>
> Estimated over 50,000 cards in these boxes . . . so many and many so big, it was necessary for Mrs. Kalep and me to explain the project to postal officials who thought we had started a "racket," as no one in Chattanooga has ever received such volume of mail over such a period of time, and we still have foreign countries to come!
>
> Mrs. Kalep had to get Mrs. Stanard, me and others to help her open and sort . . . It may be required that we organize a special club to prepare the cards for intended purposes . . . Mrs. Stanard and I can hardly get in our home for Christmas cards being sorted, and my office looks like the post office a week before Christmas.

But it has all been a very worth while experience and a great many children (plus aged adults who will help Elvy with the project) will get endless pleasure . . . In time Elvy and her assistants hope to give a personal acknowledgement to each one who sent cards . . . agency office boys to chairmen of the board. Unfortunately, many were sent with only a street number for return address or no return address at all.

John D. Stanard,
Editor, *Tennessee Grocer & Food Field*, Chattanooga.

•

To the Editor: In using my picture in a recent advertisement for ABP which appeared as a two page spread in the Jan. 18 issue of ADVERTISING AGE, I was not requested to give a report on how many people saw and recognized it as suggested under "Rough Proofs" in the Jan. 25 issue.

However, it is possible that both ADVERTISING AGE and ABP would be interested in knowing something about the response.

I have actually received letters from San Francisco and Los Angeles to New York and a number of places in between including Kansas City, St. Louis, Cincinnati, Cleveland, Pittsburgh, to name a few. One letter came from an ad man in Minneapolis and a postcard from an agency friend in Miami. Here in Chicago, I have attended several meetings including advertising people since the ad itself appeared and judging from the amount of kidding (good natured, of course) it looks as though everybody reads ADVERTISING AGE. At least this is true of all my friends who are in advertising.

Gene Wedereit,
Director of Advertising and Public Relations, Chemetron Corp., Chicago.

• • •

AA's Goof Put Mr. Klein's Agency 'Out of Business'

To the Editor: Correction, please!

I have not "formerly" operated an agency under my own name in New York, nor joined Kenneth Rader Co. as reported in your Feb. 1 issue (Page 50) in connection with the movement of the Randolph Associates account.

I am still very much in business under my own name, serving savings institutions with advertising, public relations and promotion.

What happened is that Randolph Associates moved from my agency to Kenneth Rader Co. by arrangement with all concerned. This was done in order to assure Randolph Associates of certain facilities not available in my own agency, which is primarily equipped to handle institutions (Randolph is a savings plan and investment counselor). At the same time, Kenneth Rader Co. retains me as account executive on this account only.

Since the item as you reported it puts me out of business in the minds of your readers, a correction would be appreciated.

David R. Klein,
David Klein Advertising, New York.

Mr. Klein continues in business at 18 W. 56 St., New York; Randolph billings go through Kenneth Rader Co.

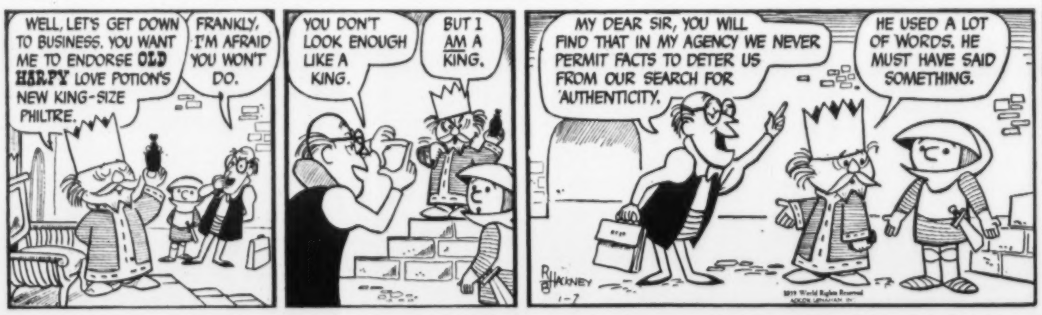
Cartoonists' Jibes at Admen Are Good Fun but Pique This Adman

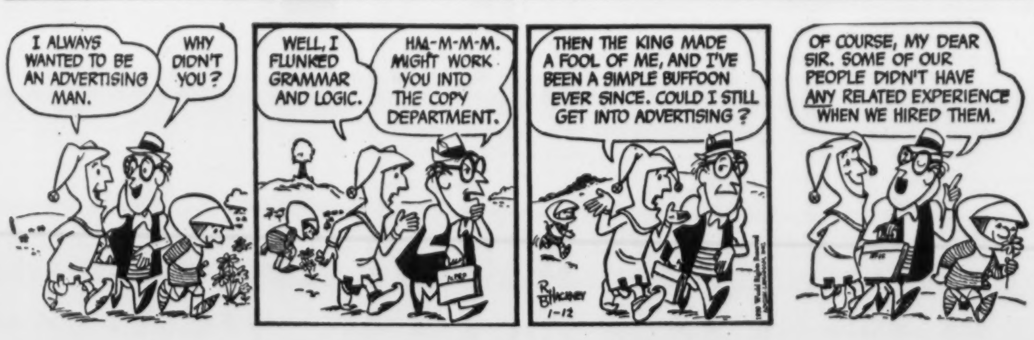
To the Editor: What with all the alert hounds of the ad world baying after the creators of "Mark Trail" and "Orphan Annie" and others who give admen wretched treatment in the comic strips, I'm a little surprised no one has commented on a new dandy, "Sir Bagby" . . .

As you can see, it is gay and light-footed and might be kind of a tickle in AD AGE—but just for jollying ourselves in private, not displaying our frailties before an investigation-crazed public. . .

. . . Isn't it about time these Philistines with the clever pens started venting their spleen and insecurity on doctors, lawyers, insurance agents, grocers, strip-teasers and cesspool-cleaners—or maybe even *cartoonists*—and leave advertising alone?

Gordon R. Yates,
Galen E. Broyles Co., Denver.


WELL, LET'S GET DOWN TO BUSINESS. YOU WANT ME TO ENDORSE OLD HARPY LOVE POTION'S NEW KING-SIZE PHILTRE.
FRANKLY, I'M AFRAID YOU WON'T DO.
YOU DON'T LOOK ENOUGH LIKE A KING.
BUT I AM A KING.
MY DEAR SIR, YOU WILL FIND THAT IN MY AGENCY WE NEVER PERMIT FACTS TO DETER US FROM OUR SEARCH FOR 'AUTHENTICITY.
HE USED A LOT OF WORDS. HE MUST HAVE SAID SOMETHING.
R. HACKNEY
1-7


I ALWAYS WANTED TO BE AN ADVERTISING MAN.
WHY DIDN'T YOU?
WELL, I FLUNKED GRAMMAR AND LOGIC.
HM-M-M-M. MIGHT WORK YOU INTO THE COPY DEPARTMENT.
THEN THE KING MADE A FOOL OF ME, AND I'VE BEEN A SIMPLE BUFFOON EVER SINCE. COULD I STILL GET INTO ADVERTISING?
OF COURSE, MY DEAR SIR. SOME OF OUR PEOPLE DIDN'T HAVE ANY RELATED EXPERIENCE WHEN WE HIRED THEM.
R. HACKNEY
1-12

Stiff Paper Inserts Hide Regular Ads, Adman Says

To the Editor: The letter of Mr. Tom L. Wheeler Jr. (AA, Feb. 1) on the debasement of the editorial content of magazines points out a condition that has distressed us for some years.

This seems extremely bad in professional magazines, going to men who frequently express resentment at the receipt of unrequested promotional matter.

Some of our one-time best publications now arrive looking a good deal like sample books of printers and paper manufacturers.

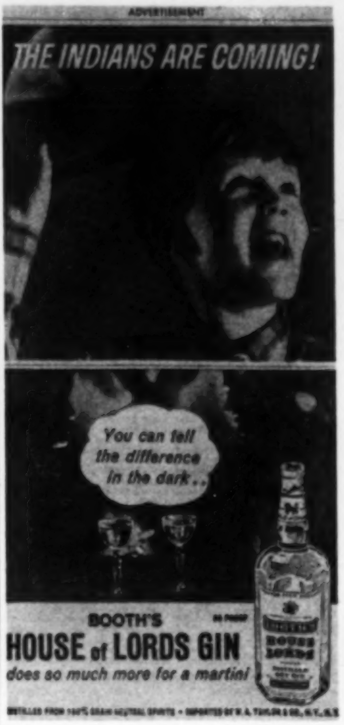
The most serious situation from an advertiser's viewpoint, however, is the effect of stiff paper inserts in tending to hide the regular page ads entirely. Try thumbing over the book and see what happens to regular ads and editorial matter within about ten pages of an insert, in advance of the thumb. They could almost as well have been left out; and if the insert condition continues, more and more of the regular ads may indeed be left out, with little benefit to the publications or our business.

Can it be true, as magazine men have assured me several times, that practically no one else in the field has noticed or is concerned?

D. K. Morrison,
D. K. Morrison Advertising, Chicago.

The Tireless Makeup Man

To the Editor: How many *New York Times* makeup men worked


ADVERTISEMENT
THE INDIANS ARE COMING!
You can tell the difference in the dark..
BOOTH'S
HOUSE of LORDS GIN
does so much more for a martini

how many nights to compile the attached error in ethnic etiquette?

John Linssen,
Copy Department, Doremus & Co., New York.

• • •

PIB Figures Failed to Cover 'Sports Cars Illustrated'

To the Editor: An article in the Feb. 1 issue of ADVERTISING AGE quoting PIB figures stated that ten magazines receive 84% of foreign car advertising. Because only magazines measured by PIB were listed, the 105 pages of foreign car advertising carried by *Sports Cars Illustrated* were not included. This total places the magazine in third place and, if the "Annual Directory" is included, this figure would be 117 pages, qualifying the magazine for second place.

Sports Cars Illustrated has always been a leader in both editorial and advertising in the imported and sports car field, and it seems to our albeit prejudiced point of view that AD AGE's usually comprehensive reporting has overlooked an important factor in the industry.

Arnold M. Rotsman,
Director of Sales Development, Ziff-Davis Publishing Co., New York.

• • •

Advertising Men Ask Moral Re-Awakening Instead of Law

To the Editor: Anent the lead story in the Jan. 25 ADVERTISING AGE, in which you gave space to the Bates agency's denial of deception, the Palmolive (and other) ads *are* deceptive . . .

I think it would be better for everyone in advertising if the so-called "top" agencies began to show more regard for honesty, integrity and morality.

These virtues cannot be regulated by the FTC or other governmental agency. They have to stem from the hearts and minds and conscience of the men who make up our advertising industry. The time for this "moral re-awakening" is long overdue.

Yes, I am an adman and I hate to see my occupation dragged through the mud of Washington investigations because of the action of a few Madison Ave. "pacesetters" who think they are big enough to flout morality.

John L. Kent,
Monrovia, Cal.

•

To the Editor: . . . There is an outcry of public dissension. "There ought to be a law . . ." Has there ever been a law concerned with personal conduct with a built-in guarantee? How can we pass a law that will defeat all gestures, handshakes, and personal agreements?

A moral code is an individual matter. Our best answer lies in what has already happened: Exposure in print and on the air waves. Management and unions bare their views before the public and media and advertising firms have had their say. None condone. None apologize. All offer a solution in a variety of ways, but all point to a revival of moral conduct. For all who serve in business and government measure their moral standards in relation to the people around them. The public sets the pace.

The time has come to recognize that honesty and integrity are more important than money, the celebrity and business and social prestige. No statute can act as an enforcement; these principles must live in the hearts of all of us.

Francis X. Timmons,
Advertising Promotion Director, *Wall Street Journal*, New York.

• • •

Story Skimped on Retail Drug Publications, He Says

To the Editor: I noticed with a great deal of interest in your Feb. 1 issue your story concerning the growth of ethical drug advertising.

I agree with you. I don't think that Sen. Kefauver's investigation will effect the total advertising dollar spent in the ethical drug field one iota.

However, I would like to point out one glaring omission in your story—the retail pharmacist.

If you will check the material from which you wrote your story, I am sure you will find that the retail druggist plays a major role in the minds of the ethical drug manufacturers throughout the U. S.

I know you will be interested that ethical drug manufacturers spent over $1,500,000 last year, in *Drug Topics* alone, to educate Mr. Retailer on their prescription specialties.

Do you think it is fair to omit from a story, which appears to be as complete as yours, the fact that these same ethical manufacturers and advertising agencies use retail drug publications as a major part of their over-all ethical advertising program? We don't!

While I can assure you that we can fight our own battles and obtain our share of this market, it does hurt us a little bit to be left out of the part of your story where you discuss the fact that the "journals" are thriving.

Harrison S. Fraker,
President, *Drug Topics*, New York.

Because of the tremendous amount of material at his disposal, Milton Moskowitz, the writer of the story, had to skimp on some areas and the section on media was thin. However, since Advertising Age expects to continue covering this field, these areas will be covered more thoroughly in the future.

• • •

Bouquet for Charlie Downes

To the Editor: People in journalism spend their lives writing about other people. However, this is written to salute a retired journalist, Charlie Downes, Associate Editor of ADVERTISING AGE.

I was amazed to read in your Feb. 1 issue that Charlie had reached an age at which thoughts of retirement had arisen. His delightful and often irreverent manner, plus his sylph-like physique, always made me feel that—"Here's a man who enjoys what he is doing and is going to continue doing it."

Charlie is a throwback to the newspaper men of another era—those who could do their jobs well but still not take themselves too seriously.

The many interests that Charlie has, plus his uncanny ability to switch from one subject to another, almost without warning, made him a welcome companion at otherwise boring cocktail parties . . .

Many people in the advertising industry will miss Charlie Downes. But I hope that his retirement will give him more time to do the many things he enjoys.

Cheers, Charlie!

Admirer,
New York.

• • •

Doctors Are People, Too!

To the Editor: I am somewhat jolted each time I hear the Ex-Lax radio commercial which claims (in a subdued hush) that, "Many doctors . . . and thousands of *people*" rely on this household aid to regularity.

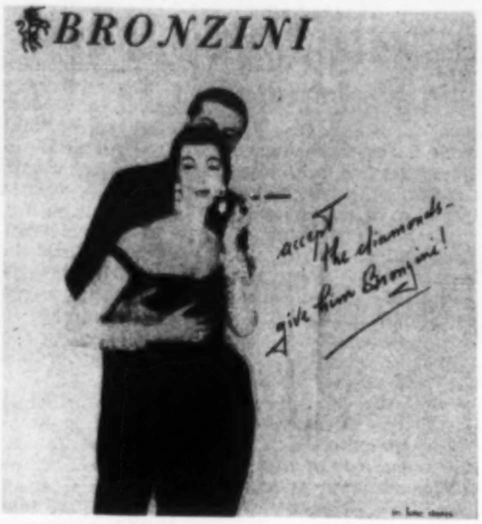
With five physicians in my family (I'm the black sheep), I can vouch for the fact that doctors are "people," too . . . regardless of their fees!

Merrill E. Holden,
Holden Advertising, Chicago.

Raised Eyebrow Department

To the Editor: I thought this ad [from the Jan. 23 *New Yorker*] would be of interest to your readers for two reasons: (1) the familiarity shown by the man in his embrace of the woman; (2) the assumption that Bronzini is a product known to one and all.

Bob Stein,
Gardner & Stein, Chicago.


BRONZINI
accept the diamonds—
give him Bronzini!

California Bank Had 67 Offices

To the Editor: We here at California Bank were extremely pleased with the coverage given to our Christmas gift coin card promotion, in the Merchandising Ideas section of the Feb. 1 issue.

Reference was made to our "17 branch offices." Actually, at the time of this promotion, we had 67 offices in the greater Los Angeles area. Since then, we have opened two more offices and plan to open another next month.

Michael Donnelly,
Advertising Manager, California Bank, Los Angeles.

• • •

Evans Chevy-Ford Study Cont.

To the Editor: I contend that there is no such person as Evans. He is merely a legend and the Chevy-Ford owner difference study is a gigantic practical joke.

Right?

Burt Kaufman,
Boston.

Wrong.

Verifax
99 50 ¢
BANTAM COPIER

Here's the copier that makes folks quit shopping around!

Only $99.50 . . . yet Kodak's Verifax Bantam Copier outperforms other office copiers costing up to 4 times as much. It copies all types of writing, typing, printing—gives you 5 dry, easy-to-read copies in 1 minute for 2½¢ each. Makes copies on one or both sides of bond-type paper, in choice of white and 7 other colors. Also, makes copies on card stock or printed office forms—even makes translucent whiteprint masters.

Phone local Verifax dealer for demonstration (see Yellow Pages under duplicating or photocopying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y., for booklet describing all Verifax Copier models.

Price quoted is manufacturer's suggested price and subject to change without notice.

Verifax Copying ...DOES MORE...COSTS LESS...MISSES NOTHING

Kodak

Morey Opens Detroit Office

R. W. Morey Co., Wisconsin advertising representatives, has opened a Detroit office at 7410 Woodward Ave. to service accounts in Michigan, Ohio, Indiana and western Pennsylvania. Gene Wendorf, who joined the company in October, has been named district manager.

Babcox Names McDonough

Babcox Business Publications, Akron, has appointed Walter McDonough & Associates, Chicago, its midwestern advertising sales representative of *Tire & TBA Review* and *Brake & Front End Service*.

WESTERN HORSEMAN
149 Advertising
Agencies Placed
167 National Accounts
in Last 16 Issues of
THE WESTERN HORSEMAN

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Dailies Must Seek More Income from National Ads: Bahr

NEW YORK, Feb. 16—If newspapers are to resist growing competitive pressure for local advertising, and if publishers are to overcome the problem of steadily rising costs, they must look to national advertisers for additional income.

But first—at least from the viewpoint of Warren Bahr, associate media director of Young & Rubicam—newspapers must make a number of concessions.

In a talk before the New York chapter of the American Assn. of Newspaper Representatives last week, Mr. Bahr scored newspapers for the "lack of encouragement" in attracting national advertisers to the medium.

■ Mr. Bahr said that while newspapers still retain their "image" of local market penetration, the effectiveness of the medium is being hurt by the growth of other media, such as local radio.

He said advertisers don't think of newspapers as a national medium for reasons which he defined as lack of "mutual benefit."

"All giving is expected to come from us, the national advertiser," he said. "We recognize the slogan that 'all business is local,' but you must remember that all business is individual, too.

"And the individual must not only be reached, but impressed. And it takes impact such as that provided by positioning and newspaper color to impress."

■ He further suggested that publishers grant position requests to national advertisers and their agencies. "These are very important to us from the standpoint of impact," he said.

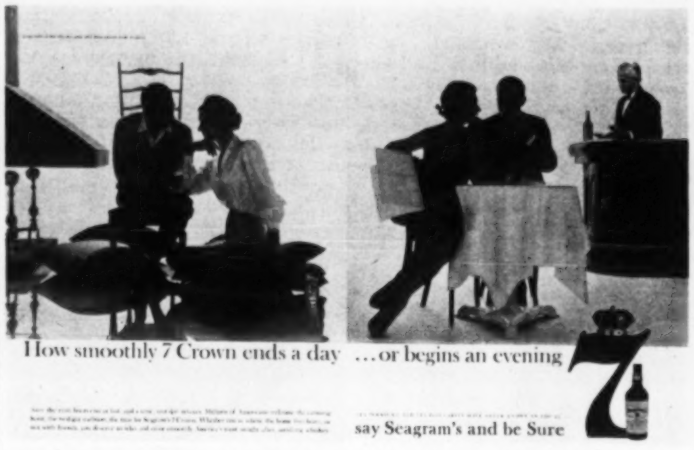
"But newspapers for years have given this advantage to the local advertiser, who already has the advantage of price, frequency and impact which the national advertiser can't get. We need the positioning to strengthen our impact."

■ Mr. Bahr said newspapers should "eliminate" forced combinations or else "the government might do it anyway." Asked to expand on his statement, Mr. Bahr told ADVERTISING AGE later that newspapers haven't completely eliminated forced combinations, but have made them "more palatable." He would not comment further.

Mr. Bahr said the development of newspaper color—such as r.o.p. and hi-fi preprints—has been of great value in increasing the impact of national ads. But this advantage, he said, "defeats itself" because of newspaper pricing policies.

He said the multiplicity of minimum size requirements for r.o.p. ads, coupled with publishers' "arbitrary demands" for premium rates, have discouraged the wide use of color by national advertisers.

■ He urged that newspapers work out a uniform discount structure for national linage, bringing the national rate "more in line with the retail rate." He further suggested that newspaper publishers "improve the climate" of newspaper selling so that newspaper representation can keep pace with changes in national sales patterns. To date, newspaper representation has been "stuck in day-to-day selling," he said. #


How smoothly 7 Crown ends a day
...or begins an evening
say Seagram's and be Sure
7

SPRING DRIVE—*This four-color spread for Seagram-Distillers will appear in Elks, Field & Stream, Life, Look, Outdoor Life and The Saturday Evening Post in February and March. While contemporary living is the theme of the magazine ads, newspaper ads will feature "leisure-hour refreshment and enjoyment." Warwick & Legler, New York, is the agency.*

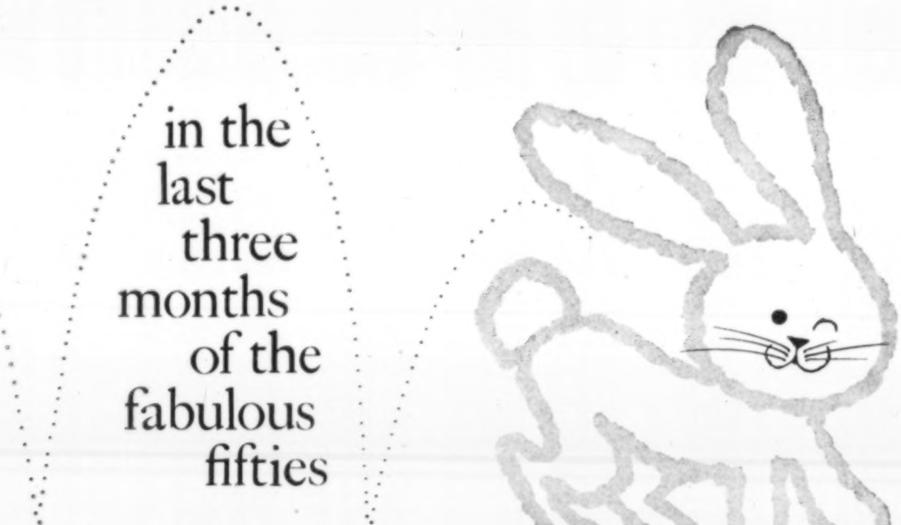
Wermen & Schorr Names Two; Adds Interstate Container

Mary Elizabeth Vosberg has joined the radio-tv department of Wermen & Schorr, Philadelphia, as a timebuyer and Edward Cohen has joined the copy department. Miss Vosberg formerly headed the Philadelphia office of Paul Locke Advertising Agency, Tulsa. Mr. Cohen was formerly with Braun & Miller.

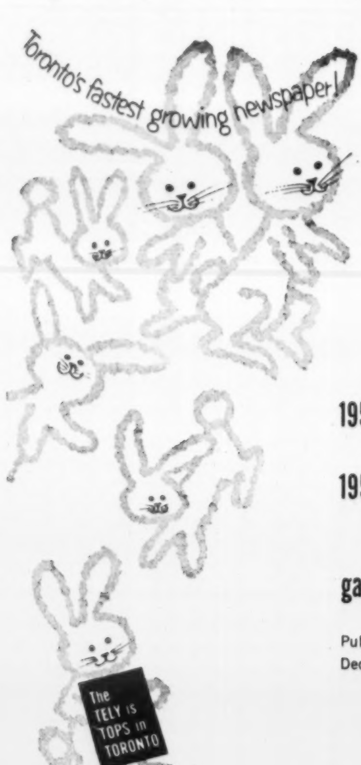
Wermen & Schorr has been named to handle advertising and public relations for Interstate Container Corp., Glendale, N.Y.

Walter Kohn Joins Bennett

Walter F. Kohn has joined Victor A. Bennett Co., New York, as marketing counsel. Victor A. Bennett, president, said Mr. Kohn will help to strengthen the agency's market research operations. Mr. Kohn was director of marketing of the old Erwin, Wasey & Co. for 12 years and then worked for Biow-Beirn-Toigo before becoming an independent consultant.


in the
last
three
months
of the
fabulous
fifties

These Circulation Gains were made by The Telegram...


Toronto's fastest growing newspaper!
The TELY IS TOPS IN TORONTO

	MONDAY to SATURDAY average circulation	MONDAY to FRIDAY average circulation	SATURDAY average circulation
1959	235,778	226,776	280,096
1958	223,058	215,339	260,937
gain	12,720	11,437	19,159

Publisher's Statements for three months ending
December 31st in each year as filed with A.B.C.

THE TELEGRAM
DAILY *plus* WEEKEND • TORONTO, CANADA

The trend is to the TELY... *Canada's fastest growing newspaper!*

SPREADING THE NEWS
SINCE 1922

by DAY
and
NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

February Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

January Figures

Weeklies, Bi-Weeklies, Semi-Monthlies (January)

	Pages		Lines	
	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
Commonweal	14.0	21.6	5,880	9,072
Cue	60.8	64.5	26,096	27,669
Down Beat	38.7	38.0	16,254	15,960
†Grit	25.3	28.1	25,281	28,135
††Life	165.1	181.9	112,292	123,667
Look	62.6	57.8	42,554	39,311
Newsweek	155.4	177.6	65,268	74,592
§New Yorker	297.9	286.6	127,786	122,946
#National	288.9	277.4	123,945	118,993
#Sectional	30.9	32.9	13,267	14,117
Presbyterian Life	9.9	10.3	4,203	4,320
The Reporter	24.4	20.8	10,261	8,754
Saturday Evening Post	166.4	171.3	113,144	116,471
Saturday Review	106.1	109.6	44,562	46,033
Sporting News	1.3	14.5	1,445	15,690
‡*Sports Illustrated	71.9	55.0	30,192	23,580
Time	190.7	209.0	80,104	87,781
TV Guide	61.6	57.7	11,217	10,506
‡‡U.S. News & World Report	162.3	193.6	68,182	81,411
Total Group	1,614.4	1,697.9	784,721	835,898

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for regional space. †Five issues January 1960; four issues January 1959. ††Three issues January 1960; four issues January 1959. ‡Changed from 429-line page to 420-line page January 1960. ‡‡Four issues January 1960; five issues January 1959.

Business (January)

	Pages		Lines	
	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
Barron's	72.7	69.5	47,721	45,584
Business Week	307.6	332.0	129,179	139,444
Financial World	44.2	58.7	18,576	24,693
Forbes	66.9	65.5	28,105	27,510
Total Group	491.4	525.7	223,581	237,231

Newspaper Sections (II) (January)

(All other newspaper sections)

	Pages		Lines	
	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
†Chicago Tribune Magazine	161.9	116.1	137,689	98,654
†New York Times Magazine	237.3	179.0	201,729	152,162
†Philadelphia Inquirer	122.6	126.2	104,179	107,245
Total Group	521.8	421.3	443,597	358,061

†Five issues January 1960; four issues January 1959.

Canadian (January)

	Pages		Lines	
	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
†Saturday Night	22.4	29.6	9,430	11,994
Time-Canadian	87.2	71.1	36,610	30,170
Total Group	109.6	100.7	46,040	42,164

†Two issues January 1960; three issues January 1959.

Foreign (January)

	Pages		Lines	
	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
Life International:				
International Edition	21.5	20.5	14,705	14,025
†Mexican Edition	17.6	——	12,070	——
Spanish Edition	54.3	53.7	36,975	36,635
††Caribbean Edition	27.0	——	18,360	——
Newsweek:				
Pacific Edition	63.3	52.2	26,598	21,907
European Edition	48.7	49.8	20,437	20,930
Time International:				
Time-Atlantic	92.2	77.3	38,710	32,445
Time-Latin American	63.7	71.7	26,705	30,065
Time-Pacific	64.9	63.2	27,195	26,530
Vision:				
Visao (Portuguese)	99.0	122.2	41,580	51,380
*Mexican Edition	13.0	21.0	5,460	8,820
*Spanish Edition	66.7	80.2	28,000	33,670
Total Group	631.9	611.8	296,795	276,407

†First published May 18, 1959. ††First published January 1960. *Two issues January 1960; three issues January 1959.

February Figures

Women's

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
†Bride & Home	131.3	73.5	——	——	83,054	46,558	——	——
†Bride's Magazine	226.1	214.7	——	——	142,895	135,690	——	——
Everywoman's Family Circle	54.6	44.0	96.2	67.8	23,423	18,876	41,269	29,086
Good Housekeeping	76.5	78.7	135.2	133.3	32,836	33,763	58,013	57,182
Ladies' Home Journal	81.8	102.8	133.9	147.3	55,610	69,936	91,042	100,147
McCall's	79.2	69.2	122.0	108.1	53,830	47,049	82,935	73,516
††Modern Bride	115.9	129.1	——	——	73,249	81,591	——	——
§*Parents' Magazine:								
National Edition	59.1	55.2	101.3	88.2	25,343	23,680	43,428	37,822
Metropolitan New York Ed.	64.9	57.5	110.1	93.9	27,847	24,671	47,221	40,273
Pacific Mountain Edition	60.9	57.9	103.5	91.6	26,104	24,850	44,358	39,316
Seventeen	105.3	91.4	154.3	149.1	71,614	62,171	104,924	101,410
*Woman's Day	51.6	40.4	76.0	60.5	22,115	17,321	32,562	25,944
The Workbasket	63.6	61.1	91.6	97.9	12,476	11,979	17,963	19,199
Total Group	1,170.8	1,075.5	1,124.1	1,037.7	650,396	598,135	563,715	523,895

†Published quarterly in January, April, July and October. Figures shown for January issue. ††Published bi-monthly; figures shown for January issue. *Includes sectional linage prorated to circulation of regional editions. §Includes Shopping Scout Section and School & Camp linage.

General

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
American Artist	23.4	22.3	52.6	53.8	9,827	9,357	12,099	22,614
American Forests	20.3	10.4	36.1	23.4	8,526	4,368	15,162	9,828
American Legion	14.3	16.3	30.1	31.8	6,017	6,851	12,655	13,345
Argosy	23.1	24.0	35.9	41.8	9,900	10,277	15,405	17,906
Atlantic	46.0	50.8	75.8	80.0	19,336	21,346	31,840	33,635
†Christian Herald	48.2	61.9	79.8	88.2	20,674	26,591	33,846	37,855
Columbia	13.8	12.4	26.8	26.0	5,797	5,204	11,262	10,914
Coronet	75.5	48.0	120.0	91.0	13,590	8,640	21,600	16,380
Cosmopolitan	32.8	24.4	54.4	45.9	14,103	10,452	23,362	19,699
Ebony	70.6	73.1	129.2	130.8	48,014	49,772	87,865	88,965
Elks Magazine	15.1	11.4	26.0	20.5	6,499	5,924	11,200	9,849
††Esquire	58.8	56.5	112.9	117.9	39,514	37,968	75,869	79,229
Extension	16.6	16.7	30.0	28.8	11,448	11,835	20,162	19,573
Flying	66.5	53.8	120.7	96.8	27,930	22,596	50,694	40,656
*Golf Digest	26.9	——	26.9	——	10,560	——	10,560	——
Gourmet	35.2	30.8	53.9	48.3	15,110	13,199	23,116	20,708
Grade Teacher	49.2	37.6	72.0	56.0	21,681	16,565	31,746	24,737
Harper's Magazine	42.9	46.0	71.7	72.4	17,997	19,326	30,101	30,431
High Fidelity	64.3	81.6	131.4	146.7	27,006	34,272	55,188	61,614
Hi Fi Review	49.6	38.4	89.9	83.7	20,832	16,128	37,758	35,154
Holiday	99.7	78.5	191.2	158.6	67,825	53,356	130,051	107,840
Hot Rod	37.0	31.1	71.2	54.6	15,526	13,076	29,876	22,946
Improvement Era	24.1	21.3	41.7	39.1	10,114	8,934	17,506	16,404
Instructor	40.4	27.7	66.9	52.5	27,613	18,954	45,711	35,902
Kiwanis Magazine	8.4	9.0	10.6	13.5	3,542	3,772	4,437	5,687
Motor Boating	131.4	111.0	421.3	385.0	77,273	65,293	247,720	226,380
Motor Life	13.0	15.6	25.1	28.3	5,460	6,552	10,556	11,876
Motor Trend	18.9	18.7	40.1	45.7	7,952	7,814	16,842	17,908
National Geographic Magazine	50.4	43.0	84.6	64.0	11,990	10,234	20,142	15,232
Playboy	20.6	12.7	33.2	26.7	8,649	5,339	13,930	9,759
Popular Boating	161.6	140.8	210.0	172.6	95,021	82,790	123,480	101,489
Promenade	14.3	15.0	30.7	30.9	6,121	6,435	13,191	13,262
Reader's Digest	71.1	81.0	107.9	115.5	12,947	14,742	19,643	21,021
Redbook	36.7	32.6	65.1	54.0	15,759	13,981	27,922	23,161
The Rotarian	9.8	12.0	12.2	14.7	4,119	5,045	5,111	6,167
Sports Cars Illustrated	34.6	19.6	64.8	41.8	14,532	8,232	27,216	17,556
Today's Health	22.1	26.1	42.9	46.1	9,488	11,230	18,422	20,691
Together	11.5	13.1	17.0	20.6	4,933	5,662	7,320	8,915
Town & Country	67.5	57.1	114.6	92.1	42,652	36,132	72,492	58,238
True	26.4	21.9	42.4	42.9	11,323	9,387	18,185	18,404
V. F. W. Magazine	11.6	9.6	20.3	21.2	4,886	4,014	8,544	8,891
Yachting	98.7	93.4	371.0	333.7	58,036	54,919	218,148	196,216
Total Group	1,891.2	1,607.2	3,460.9	3,137.9	870,122	776,564	1,707,935	1,557,037

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. ††Total represents national advertising plus sectional at a reduced decimal equivalent. *Changed from 204-line page to 395-line page for February Annual only.

Home

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
American Home	39.6	59.3	72.3	82.3	25,053	37,446	45,695	52,013
Antiques	52.0	54.9	126.1	130.3	15,288	16,133	38,073	38,293
Better Homes & Gardens	75.0	81.5	121.2	131.5	47,431	51,514	76,609	83,082
Flower & Garden	49.6	40.1	86.9	71.9	20,844	16,822	36,491	30,199
Flower Grower	64.8	60.5	113.3	106.9	27,245	25,409	47,603	44,812
House Beautiful	83.3	66.7	124.9	104.9	52,674	42,124	78,973	66,310
House & Garden	47.0	35.3	80.2	62.7	29,724	22,320	50,699	39,621
†Living for Young Homemakers	46.5	39.2	72.2	69.2	29,412	24,774	45,615	43,706
Popular Gardening	61.8	57.8	107.5	100.9	25,960	24,258	45,140	42,392
Sunset Magazine	113.7	89.2	176.4	149.5	47,768	37,468	74,085	62,800
Total Group	633.3	584.5	1,081.0	1,010.1	321,399	298,268	538,983	503,228

†Sectional linage included.

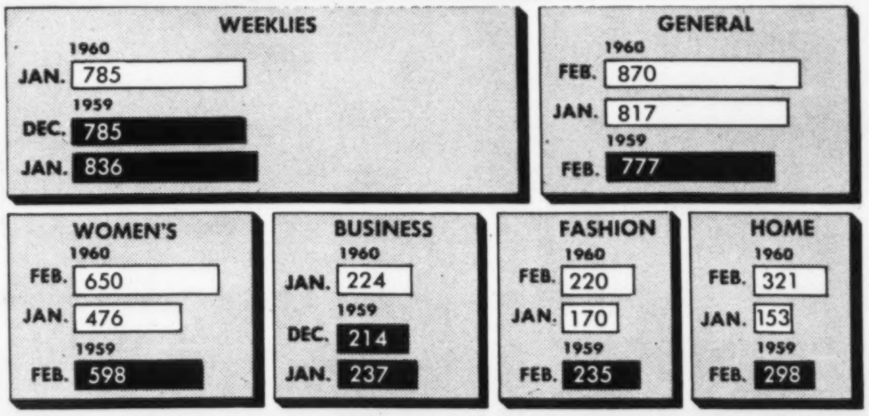
Fashion

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
†*Glamour	71.1	52.5	153.5	93.8	30,499	22,511	65,832	40,222
Harper's Bazaar	71.2	98.0	145.8	208.0	44,987	61,961	92,261	131,484
*Mademoiselle	78.2	62.3	108.7	97.5	33,565	26,741	46,645	41,842
Vogue	175.8	195.5	292.1	280.3	111,092	123,349	184,585	177,126
Total Group	396.3	408.3	700.1	679.6	220,143	234,562	389,323	390,674

†Sectional linage included. *Glamour figures also include linage for Charm, which was incorporated with Glamour effective November 1959.

Magazine Linage Trend

Figures in Thousands



Movie-Romance-Radio-TV

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
†Dell Modern Group:								
Modern Romances	30.3	38.3	47.5	38.3	12,976	16,434	20,363	16,434
Modern Screen	19.4	21.9	30.1	21.9	8,321	9,383	12,902	9,383
Screen Stories	17.1	20.3	27.1	20.3	7,320	8,683	11,615	8,683
Fawcett Women's Group:								
Motion Picture	18.4	17.4	27.2	26.7	7,885	7,448	11,675	11,466
True Confessions	28.1	29.5	44.1	44.7	12,061	12,671	18,936	19,197
†Hillman Romance Group	3.7	6.4	8.0	6.4	1,618	2,775	3,487	2,775
†Hillman Group	29.1	22.6	43.7	22.6	12,525	9,720	18,818	9,720
Ideal Women's Group:								
Intimate Story	36.6	28.1	49.4	38.4	15,720	12,062	21,219	16,500
Movie Life	32.1	23.4	45.2	35.9	13,774	10,060	19,406	15,403
Movie Star TV Close-Ups	32.1	23.5	45.3	35.9	13,760	10,082	19,420	15,405
Personal Romances	36.9	28.3	49.9	38.6	15,843	12,154	21,413	16,592
TV Star Parade	29.7	22.4	39.6	31.5	12,755	9,589	17,005	13,472
Secrets Romance Group:								
Revealing Romances	30.8	29.7	42.9	40.6	13,232	12,754	18,405	17,411
*†Confidential Confessions	30.8	29.3	42.9	29.2	13,232	12,531	18,391	12,531
*Daring Romances	30.8	29.3	42.9	40.0	13,232	12,531	18,391	17,173
Secrets	30.8	29.7	42.9	40.6	13,232	12,754	18,405	17,397
§Silver Screen	11.2	13.8	21.7	26.3	4,820	5,930	9,289	11,292
True Story Women's Group:								
Photoplay	23.9	32.0	37.0	47.6	10,271	13,741	15,875	20,429
True Experience	20.2	26.8	30.0	34.2	8,668	11,493	12,873	14,657
True Love Stories	21.9	27.3	30.8	34.5	9,398	11,697	13,192	14,815
True Romance	21.1	27.7	29.9	35.2	9,055	11,869	12,835	15,087
True Story	55.1	67.2	86.6	94.4	23,630	28,828	37,153	40,506
TV-Radio Mirror	17.2	24.1	23.9	29.9	7,398	10,353	10,266	12,814
Total Group	607.3	619.0	888.6	813.7	260,726	265,542	381,334	349,142

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issue. *Beginning February 1959 Confidential Confessions and Daring Romances published monthly instead of bi-monthly. §Published bi-monthly; alternates with Screenland.

§Business (February)

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
Dun's Review & Modern Industry	74.6	82.7	132.0	143.3	31,361	34,744	55,390	60,186
Fortune	173.3	138.0	304.2	251.0	109,494	87,216	192,286	158,632
Management Methods	60.0	49.8	102.0	80.4	25,200	20,916	42,840	33,768

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
Nation's Business	56.8	49.8	88.6	91.3	23,861	20,905	37,205	38,341
Total Group	364.7	320.3	626.8	566.0	189,916	163,781	327,721	290,927

§Because current month linage figures for several publications are not yet available this group is broken into a February and a January section.

Farm Magazines

Capper's Farmer (mon)	43.4	46.9	67.9	83.8	18,619	20,151	29,140	35,950
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	50.2	48.1	80.6	80.9	21,517	20,639	34,561	34,714
#Southwestern Edition	46.6	41.5	76.3	72.3	19,983	17,810	32,536	30,999
Average 2 Editions	48.8	45.5	78.8	77.0	20,918	19,536	33,771	33,266
Farm Journal: (mon)								
#Central Edition	97.2	105.2	177.5	153.5	41,711	45,139	76,149	65,864
#Eastern Edition	76.6	86.9	144.2	141.6	32,844	37,273	61,849	60,764
#Southeastern Edition	66.2	74.0	118.0	120.8	28,412	31,767	50,607	51,828
#Southwestern Edition	66.4	74.0	118.1	120.8	28,484	31,767	50,679	51,828
#Western Edition	85.6	91.2	149.1	150.5	36,708	39,136	63,979	64,561
Average 5 Editions	78.4	89.3	141.4	141.6	33,632	38,329	60,653	60,754
Progressive Farmer: (mon)								
#Carolina-Va. Edition	107.7	87.8	163.6	134.4	73,251	59,715	111,259	91,381
#Ga.-Ala.-Fla. Edition	104.5	79.7	161.4	126.8	71,076	54,188	109,748	86,224
#Ky.-Tenn.-W.Va. Edition	98.1	76.6	148.2	120.8	66,709	52,099	100,743	82,176
#Miss.-La.-Ark. Edition	90.9	78.4	139.0	122.2	61,828	53,343	94,548	83,088
#Texas Edition	91.1	79.1	138.1	124.9	61,959	53,816	93,922	84,910
Average 5 Editions	98.5	80.3	150.1	125.8	66,964	54,632	102,044	85,556
Successful Farming (mon)	81.3	78.9	137.7	134.8	36,591	35,485	61,976	60,662
Total Group	350.4	340.9	575.9	563.0	176,724	168,133	287,584	276,188

#Not included in totals.

Youth

American Girl	26.4	29.4	41.2	46.1	11,343	12,604	17,772	19,763
Boys' Life	38.2	34.9	54.8	53.3	25,990	23,730	37,285	36,212
Child Life	1.2	1.3	1.3	2.5	527	573	581	1,092
Scholastic Magazines	72.0	48.7	100.3	80.0	30,278	20,449	42,013	33,629
Scholastic Roto	9.3	5.9	13.9	11.3	8,122	5,180	12,173	9,934
'Teen Magazine	18.3	3.8	27.5	10.0	7,700	1,596	11,550	4,214
Total Group	165.4	124.0	239.0	203.2	83,960	64,132	121,374	104,844

Mechanics & Science

Mechanix Illustrated	81.9	86.4	152.5	160.7	18,356	19,352	34,151	35,997
Popular Electronics	58.4	62.8	106.9	115.9	13,082	14,067	23,946	25,962
Popular Mechanics	121.0	127.7	231.0	255.3	27,104	28,601	51,751	57,180
Popular Science	112.2	125.6	207.6	231.9	25,131	28,136	46,503	51,938
†Science & Mechanics	108.0	116.2	108.0	116.2	24,189	26,029	24,189	26,029
Total Group	481.5	518.7	806.0	880.0	107,862	116,185	180,540	197,106

†Published bi-monthly; figures shown for February issue.

Outdoor & Sport

American Rifleman	45.8	50.2	87.6	92.2	19,622	21,527	37,573	39,545
Field & Stream	67.0	72.5	107.8	114.0	28,739	31,092	46,251	48,907
Fur-Fish-Game	20.0	24.5	42.8	41.2	8,581	10,494	18,353	17,669
Guns	14.0	17.4	33.8	33.2	6,006	7,465	14,500	15,101
Outdoor Life	60.8	69.4	103.2	115.4	26,075	29,786	44,261	49,524
Sports Afield	56.8	66.5	94.3	104.5	24,346	28,525	40,394	44,838
Total Group	264.4	300.5	469.5	500.5	113,369	128,889	201,332	215,584

Detective & Fiction

Cavalier	35.1	21.9	51.6	36.6	15,051	9,411	22,123	15,714
Dell Men's Group	20.4	17.6	28.8	26.6	8,735	7,562	12,318	11,413
†Thrilling Group	8.7	8.4	15.8	19.6	1,949	1,872	3,533	4,396
Total Group	64.2	47.9	96.2	82.8	25,735	18,845	37,974	31,523

†Formerly known as Thrilling Fiction Group.

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

The American Weekly	32.1	35.8	61.0	73.6	27,288	30,416	51,820	62,509
Family Weekly	32.2	46.6	59.6	82.8	27,339	39,614	50,677	70,431
Parade	50.1	72.7	108.5	127.0	42,623	61,756	92,279	107,978
This Week Magazine	74.3	79.7	141.1	135.0	63,141	67,722	119,952	114,722
Total Group	188.7	234.8	370.2	418.4	160,391	199,508	314,728	355,640

Comics Magazines

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
American Comics Group	7.0	7.0	14.0	14.0	2,646	2,646	5,292	5,292
†Archie Comic Group	——	——	7.0	7.0	——	——	2,646	2,646
††Harvey Comics Group	9.0	8.0	17.0	16.0	3,402	3,024	6,426	6,048
National Comics Group:								
Blue Unit	5.5	4.0	12.5	12.5	2,079	1,512	4,725	4,725
Red Unit	6.0	5.0	12.5	12.5	2,268	1,890	4,725	4,725
Total Group	27.5	24.0	63.0	62.0	10,395	9,072	23,814	23,436

†Published bi-monthly; cumulative figures shown for combined January-February issue. ††Some books in group published monthly; others published bi-monthly.

Canadian National Weekend Newspapers (Rotogravure Linage)

La Patrie	20.3	40.6	39.1	68.5	18,267	36,523	35,182	61,692
La Presse	73.8	73.6	124.7	127.8	66,423	66,284	112,287	113,454
†Perspectives	59.3	——	91.3	——	57,782	——	89,005	——
Star Weekly	91.1	82.3	154.9	142.2	79,673	72,017	135,513	124,433
Weekend Magazine	84.3	97.6	138.3	176.3	82.174	95,189	134,851	171,974
Total Group	328.8	294.1	548.3	514.8	304.319	270,013	506,838	471,553

†First published September 12, 1959.

§Canadian (February)

Canadian Homes & Gardens	30.1	26.3	44.3	42.9	20,478	17,860	30,105	29,154
Chatelaine	55.2	53.0	89.1	86.6	37,534	36,029	60,585	58,855
Liberty	16.8	26.0	29.0	44.0	7,207	11,154	12,011	17,589
Maclean's	65.3	65.9	107.9	117.4	44,406	44,842	73,367	79,805
Reader's Digest:								
English Edition	74.3	77.5	115.8	123.8	13,514	14,105	21,067	22,523
French Edition	74.3	80.3	114.8	129.5	13,514	14,606	20,885	23,569
Revue Moderne	11.3	23.9	17.3	31.9	7,677	16,271	11,782	21,699
Revue Populaire	22.7	16.6	22.4	33.2	15,719	11,595	22,867	15,661
†Samedi	10.3	14.0	16.3	20.6	7,202	9,840	11,417	14,477
Total Group	360.3	383.5	556.9	629.9	167,251	176,302	264,086	283,332

§As current figures for two publications are not yet available this group is broken into a February and a January section.
†Two issues February 1960; four issues February 1959.

§Foreign (February)

Hablemos	16.4	6.6	24.1	12.9	13,818	5,502	20,286	10,836
Popular Mechanics:								
Popular Mekanik (Danish)	22.0	18.0	42.0	35.0	4,928	4,032	9,408	7,840
†PM (Dutch)	9.5	——	22.5	——	2,128	——	5,040	——
Mecanique Populaire (French)	25.8	23.3	50.3	45.6	5,779	5,219	11,267	10,214
Populare Mechanik (German)	4.5	3.5	8.1	7.3	1,008	784	1,814	1,635
Mexican-Caribbean Ed.	24.2	——	42.4	——	5,418	——	9,492	——
*Mecanica Popular (Spanish)								
Southern Hemisphere Ed.	16.3	——	25.6	——	3,654	——	5,740	——
Brazil (Portuguese)	14.1	——	27.6	——	3,164	——	6,188	——
Popular Mekanik (Swedish)	10.5	7.0	20.5	16.0	2,352	1,568	4,592	3,584
Reader's Digest:								
Arabic	43.0	38.0	68.0	61.0	7,052	6,232	11,152	10,004
Argentine	37.0	36.0	67.0	61.0	6,734	6,552	12,194	11,102
Australian	65.8	74.8	101.0	113.5	11,967	13,605	18,382	20,657
Austrian	44.0	48.0	93.0	90.0	8,008	8,736	16,926	16,380
Belgian	40.0	36.0	74.0	63.0	7,000	6,300	12,950	11,025
British	75.5	58.5	129.5	107.5	14,043	10,881	24,087	19,995
Caribbean	57.5	46.5	111.0	79.5	10,647	8,463	20,384	14,469
Danish	32.5	32.3	54.5	55.8	5,525	5,483	9,265	9,478
Dutch	57.5	33.0	98.5	58.0	10,465	6,006	17,927	10,556
Finnish	22.0	19.0	33.0	31.0	4,092	3,534	6,138	5,776
French	82.0	66.5	146.0	142.5	14,350	11,638	25,550	24,763
French-Swiss	20.5	21.0	32.5	33.0	3,588	3,675	5,688	5,775
German	92.0	89.0	160.0	161.0	16,744	16,198	29,120	29,302
German-Swiss	25.5	24.0	46.0	40.5	4,641	4,368	8,372	7,371
Iberian	50.5	63.5	105.5	120.0	9,191	11,557	19,201	21,840
Indian	39.0	48.0	83.0	95.0	7,098	8,736	15,106	17,290
Italian	57.0	51.5	101.0	89.0	9,804	8,858	17,372	15,308
Japanese	33.0	36.5	70.8	75.5	5,544	6,132	11,886	12,684
Mexican	46.0	39.0	79.5	78.0	8,372	7,098	14,469	14,196
New Zealand	37.3	30.0	54.3	52.5	6,780	5,460	9,874	9,555
Norwegian	31.0	39.5	51.5	54.5	5,270	6,715	8,755	9,265
Portuguese	61.5	72.0	114.0	127.0	10,763	12,600	19,950	22,225
Overseas Military	35.0	39.0	71.0	69.0	6,370	7,098	12,922	12,558
South African	81.5	81.5	139.5	136.0	14,589	14,589	24,971	24,344
Southern Hemisphere	22.0	17.5	38.5	34.0	4,004	3,185	7,007	6,188
Swedish	39.5	34.5	65.5	54.0	7,347	6,417	12,183	10,044
Total Group	1,370.9	1,243.5	2,430.7	2,198.6	261,937	227,221	465,658	406,258

§Because current month linage figures for several publications are not yet available this group is broken into a February and a January section. †First published January 1960. * Editions first published January 1960.

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ENGRAVING SERVICE DEPARTMENT

SEeley 8-1010

LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

Co-op Super Chain Bows

A new cooperative supermarket chain consisting of 20 supermarkets in northern Ohio, each with an average volume of $10,000 per week, has been formed. The group will be known as Food City Supermarkets. Members of the group will pool their advertising dollars to permit programming of promotions. Gene Szubski, operator of Szubski's Food Fair Co., Cleveland, is the president.

Diesel Changes Nickname

Consolidated Diesel Electric, Stamford, Conn., used a spread in *Aviation Week* and *Power* to announce it had changed its corporate nickname from Con Diesel to the Condec Group. An eight-page section in the April 4 *Aviation Week* will follow. Reason for name change: neither "diesel" nor "electric" explained range of the company's growing list of products.

Jennings to 'True'; Boynton Named to PIB Board

Tom Jennings, formerly a space buyer at Warwick & Legler, has joined the sales staff of *True*, where he will service liquor accounts in the New York area. At the same time, James B. Boynton, vp and director of advertising of Fawcett Publications, has been elected to the board of Publisher's Information Bureau.

Berk, Kuhn Join Edelstein

Ida Berk and Tomas E. Kuhn have joined Edelstein-Nelson Advertising Agency, Chicago, as vps and account executives. Mrs. Berk was formerly art and fashion coordinator at Kling Studios. Mr. Kuhn is a former partner in Kumler-Kuhn Promotions, where he served as premium consultant and sales promotion advisor.

National Labs Names Jennings

Norman W. Jennings, formerly marketing administrator, has been appointed vp of marketing of National Laboratories, Toledo, subsidiary of Lehn & Fink Products Corp.

CORNETTE MARGARINE

TESTING one · six · two

selected the *testingest* market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Cornette Margarine is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone

94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

One to Four Color Letterpress Printing . . . For Less!

QUALITY
VERSATILITY
ECONOMY
QUANTITY

- BOOKLETS
- SHOPPERS
- BROCHURES
- THROW-AWAYS
- FLYERS
- CIRCULARS
- NEWSPAPERS
- COLORING BOOKS

8 HIGH SPEED ROTARY PRESSES

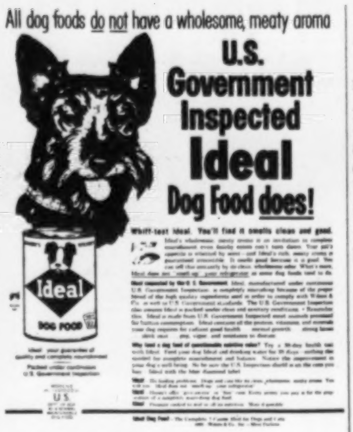
Complete Composing Room, Bindery

And Mailing Facilities

Send us your next job for a quick—accurate estimate . . . or let us consult with you and save you money from the very beginning.

PIONEER PUBLISHING

PIONEER PUBLISHING CO.
100 So. Kenilworth Avenue, Oak Park, Illinois
Mansfield 6-3800


All dog foods do not have a wholesome, meaty aroma
U.S. Government Inspected Ideal Dog Food does!
Ideal
DOG FOOD

IDEAL MEAL—*Wilson & Co. will run this large space ad this spring in more than 80 newspapers in selected markets as part of a new campaign to stress the quality of Ideal dog food. Ads will emphasize that Ideal is U.S. government inspected—a rarity in the field. Roche, Rickerd & Cleary, Chicago, is the agency.*

'True Ad' Seal for Mail, Collateral Is Suggested by Reebel

CLEVELAND, Feb. 16—A seal bearing the legend, "truthfully advertised," to control collateral advertising materials was recommended here last week by Dan Reebel, vp of Clark & Bobertz, Detroit and Cleveland.

Mr. Reebel said that today there is no method of forcing originators of direct mail, catalogs, brochures and other collateral promotion materials to measure up to the highest standards of truth and good taste.

"At present there is no federal agency, there is no National Better Business Bureau, there are no publishers' review offices to check the hundreds of thousands of pieces of these materials published annually, he told an advertising workshop of the Industrial Marketers of Cleveland.

He advocated an independent reviewing authority sponsored by interested advertising, publishing and consumer organizations. #

Botsford, Constantine Names Dean Lierle, Paul Kamman

Botsford, Constantine & Gardner, Portland, has appointed Dean Lierle creative director and Paul Kamman art director.

Mr. Lierle formerly was a senior writer with Needham, Louis & Brorby. Mr. Kamman previously was an art director with Cunningham & Walsh.

Dean Lierle

Paul Kamman

Hearst Promotes Page

Ralph Page has been appointed advertising manager of *Pictorial Living* in the Los Angeles area. Mr. Page, with Hearst Advertising Service food classification since 1956, succeeds James L. Davy, who resigned.

Carter Promotes Conceison

James W. Conceison, manager of the order department of William Carter Co., Needham Heights, Mass., manufacturer of Carter's knit underwear, has been named assistant advertising manager.

Caskin New National Sales Manager of 'Modern Server'

Langdon "Buddy" Caskin Jr., formerly eastern sales manager of *American Restaurant*, has joined Blackburn Publications, New York, as vp and national sales manager of *Modern Server & Spirits Store*. William J. Papp, board member of Blackburn and editor of *Modern Server*, has been elected vp of the parent company.

James E. Hartnett, formerly with *American Restaurant*, a Patterson Publishing, Chicago, publication, has joined *Modern Server* as midwestern sales rep in Chicago. J. Sidney Crane & Associates, Atlanta, and M. A. Williamson, Tampa, have been appointed regional advertising representatives for the publication, joining McDonald-Thompson, reps in western states for *Modern Server*.

Donahue & Coe Names Four

Thomas A. Burke, formerly an account executive at Fletcher Richards, Calkins & Holden, has joined Donahue & Coe, New York, as account executive on Foster Grant, Lone Star Cement and Minwax. Donahue & Coe also has named Paul S. Valentino an art director, Alton B. Copeland a media supervisor and has promoted John E. Sullivan from an assistant account executive to account executive on Tri-Nut margarine. Mr. Valentino formerly was with Ellington & Co. Mr. Copeland was a media supervisor with Batten, Barton, Durstine & Osborn.

Katz, Jacobs Adds Two

Gold Medal Studios, New York, tv and movie film producer, has named Katz, Jacobs & Co., New York, to handle its advertising and promotion. Katz, Jacobs also has been named to handle advertising for the third national lighting exposition, to be held in the New York Coliseum in March, 1961.

Tatham-Laird Names Two

Carl Gylfe, formerly with Cunningham & Walsh where he organized the media department, has joined Tatham-Laird, Chicago, as an account executive. Tatham-Laird also has promoted John Singleton from a group media supervisor to manager of the media department.

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

PHIL SILVERS, CBS-TV STAR

Got a potful? If not, here's a big recipe that could get you some extra coin from the boss. Just give him these facts. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for *less*. By specifying Consolidated Enamels for catalogs, brochures and other printed pieces, he'll save a pretty penny without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then just help yourself.

Available only through your Consolidated Paper Merchant

Consolidated
WORLD'S LARGEST SPECIALIST
IN ENAMEL PRINTING PAPERS
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Ever since they started cramming themselves into phone booths by the classroomful, we've had misgivings about the mental level of present-day college students. But recently, when two students were caught breaking into a county courthouse and explained they thought it was a YMCA—we were convinced the nation's future is bleak, indeed. Of course, now that you mention it, it wasn't too long ago that some friends of ours were swallowing goldfish and staging dance marathons. Tempus fugit!

"COLLEGE BOYS AREN'T WHAT THEY USED TO BE"

Time flies when you're putting a product on the market, too. Sometimes it passes so quickly a manufacturer doesn't know whether he's got a winner or not—until it's too late. And that's the kind of trouble the Burgoyne organization helps an advertiser avoid. Burgoyne Retail Sales Studies are made fast—on the spot in any group you select of 50 of America's best test markets. Because of the efficiency of our operation, we have the results of your test calculated, computed, and presented to you with speed that can save uncounted precious dollars.

* * * *

And don't get the idea Burgoyne Sales Studies are used only to determine the salability of new products. Leapin' lizards! We've custom-built our studies to test relative values of media . . . .value of local promotions . . . . success of merchandising plans such as one-cent sales, premiums, displays . . . . and so on.

* * * *

Whether you are considering a market test now, or not, you owe it to yourself to have the full story of the Burgoyne operation at close hand for ready reference. Write or phone, we'll send complete info promptly.

Burgoyne
GROCERY & DRUG INDEX INC

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

ELECTION HUB—*In the Texas Election Bureau headquarters in Dallas Bob Johnson (background, wearing figured tie) examines returns.*

Versatile Adman . . . Bob Johnson

On most every working day of the year, Robert L. Johnson reports to the offices of the Texas Power & Light Co. in Dallas to do his job as manager of advertising.

But when election time approaches, he pulls together the men and women all over Texas who make up the Texas Election Bureau, of which he is the head.

BALLOTEER—*Bob Johnson as adman.*

Newspapers, radio and television stations and the international wire services will rely upon the Texas Election Bureau for the results of all state elections, including the vote for President in November—unofficial tabulations, available almost as soon as the vote is counted, and the only complete tabulations available for many days. The operations of the Texas Election Bureau have been the model for election reporting organizations in several other states, and this year Bob Johnson expects to be consulted by several more.

▪ The Texas Election Bureau started back in 1922, when a professor at Southern Methodist University volunteered to take over a 6-year-old effort by newspapers to gather all election returns from all over the state and supply them to any newspaper that would help finance the project. Bob Johnson, one of the professor's students, soon became his chief helper. Young Bob Johnson would arrange his schedule as night man for the Associated Press so as to have two or three days in a row free to work the elections. In 1936 Mr. Johnson took over the operation of the bureau, when his predecessor retired.

Permanent headquarters are in a rented office in the *Dallas Morning News* building. For two or three months in advance of the important May primary election—in which Senator Lyndon Johnson, for one, is seeking renomination (tantamount to reelection in Texas) so he can go to the Democratic National Convention with that post secure—Bob Johnson and his wife, a former journalism major, will renew relations with their contacts in every one of the state's 254 counties. They'll line up election judges, county judges and editors of weekly newspapers to phone, wire or carry the election results to the Texas Election Bureau just as soon as the votes are counted.

▪ On election night the two rooms in the *News* building are a statistical madhouse. A couple dozen of Mr. Johnson's most reliable veterans receive the results, tabulate them on punch cards, and run them through the tabulating machines to get totals for the press. It's a constant flow of news, from the moment that the polls close at 7 p.m. until the election is definitely decided for each office. Even then, the bureau continues until every county, every precinct, the preference of every voter in a state of 2,000,000 voters, has been tabulated and reported to the news services.

"Sometimes I have to take off up to 10 days to sit with close elections," Mr. Johnson observed.

▪ Meanwhile, back at the office of the director of advertising at the light company, the company's agency is handling ad copy in accordance with a schedule that Mr. Johnson worked out in advance preparation for this.

Editors, news services and broadcast media pay $15,000 to $20,000 a year, in accordance with a schedule of assessments, for the cost of the bureau and its services. Johnson pays every election clerk, every county judge and weekly editor an agreed amount for their reports, including a small bonus to the sender of the first complete report he receives. In the central office in the *News* building, Johnson says, "Veterans of 20 or 30 years in this work take $1.50 to $2 an hour just to take part in it."

The operation doesn't make Mr. Johnson rich, either. But it pays off in satisfaction; the bureau is the apple of his eye. #

FAST WORKER—*Mr. Johnson fondles the bureau's IBM machine.*

ANSWER AMERICA
Will Make Your *Client's* Advertising More Effective

Answer America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer America affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer America.

ANSWER - AMERICA INC.

Executive Office
ANSWER AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA, LTD.

Floridin to BBDO, Pittsburgh

The Floridin Co., Tallahassee, Fla., has named Batten, Barton, Durstine & Osborn, Pittsburgh, to handle its advertising. Smith, Taylor & Jenkins, Pittsburgh, is the previous agency. Floridin, which merged last July with Pennsylvania Glass Sand, mines and processes a clay material used as an absorbent, diluent, and filtering agency in various industrial applications.

Osrow Products to Gamut

Osrow Products, Glen Cove, N. Y., manufacturer of car and home fountain brushes, home wax applicators and wax products, has appointed Gamut, Garden City, N. Y., to handle its advertising. Osrow will spend more than $250,000 in 1960. Smith/Greenland, New York, is the former agency.

CBS Shifts Policy as Parties Place Identical Orders

(Continued from Page 1)

legality of the action. He said he had asked the Federal Communications Commission and "appropriate" congressional committees "to consider this policy and to take appropriate steps to prevent its application in the 1960 Presidential campaign."

Mr. Butler maintained that this policy would deny the Democrats equal access to the airwaves during the height of the campaign. He pointed out that White House speeches with direct and indirect political overtones could be carried simultaneously on all networks, but that the Democratic candidates would be unable to refute the arguments on a similar hookup.

During an election campaign, Mr. Butler argued, the people are entitled to maximum exposure to the candidates and issues.

■ In announcing the new policy, CBS said it was adopted "to avoid the dangers of such saturation purchases during political campaigns as would significantly diminish the choice by the viewing or listening public among programs."

However, sources within the network indicated that the order grew out of a very specific problem—conflicting orders from the Republicans and the Democrats for 11 to 12 p.m., EST—on election eve on CBS-TV. The first order came in July, 1959, from the Democratic National Committee; the second came in September, 1959, from BBDO, agency for the Republican National Committee. The Democrats claimed priority because they placed the order first; the Republicans, who had used this hour on all networks to get in their final pitch to voters in 1952 and 1956, reportedly claimed priority on the basis of those previous orders. Both parties also ordered the same time on ABC-TV and NBC-TV.

■ The Republican National Committee said it would not fight the CBS action if it was necessary to serve the public.

Republican sources noted that simultaneous coverage had been a convenience but said that tandem use of the networks was now possible through tape. But the Republicans said that they did not want to be a party to "forcing the people to listen or turn off the set." Furthermore, the Republicans said their candidates would be "sufficiently attractive" to hold their audience even in competition with commercial programs.

ABC had no comment on its policy, but NBC reported no present plans for changing its policy on the sale of time to political parties. In other words, NBC will continue to accept orders from politicians who buy time simultaneously on other broadcast facilities.

■ The question which remains very much up in the air at press time is whose order has priority at CBS. Frank Stanton, president of CBS, told ADVERTISING AGE that there are no orders on hand "under the terms of our policy."

The network's position is that the orders placed earlier are no longer a consideration. He left the impression that the time would be sold on a first-come-first-served basis. Apparently neither the Democrats, who were fighting the legality of the revised policy, nor the Republicans, who said they hadn't been officially notified by CBS, had reordered following the handing down of the CBS edict. #

Last Minute News Flashes

'Digest' Ordered Unfavorable Article, OAAA Says

CHICAGO, Feb. 19—Outdoor Advertising Assn. of America charged today that an article attacking outdoor in the March *Reader's Digest* (*see story in adjoining column*) was planned to be unfavorable. The association heard about the projected article and visited Frank Stevenson, the author, about four months ago, an OAAA statement said. Members of OAAA "had several conversations with him and left a large amount of material about the medium," OAAA said today. "He asked a number of questions and accepted the material but told us frankly that he had an assignment to write an article unfavorable to the medium."

Santa Fe Wine to Enter N. Y., Georgia Markets

NEW YORK, Feb. 19—Santa Fe wine, made by DiGiorgio Fruit Co., DiGiorgio, Cal., will be introduced in this market early next month with a kick-off campaign reported at $250,000. Mostly radio and newspapers will be used, with the theme, "California's great wine comes to New York." A similar campaign is planned at about the same time in Atlanta and other Georgia cities. That budget is said to be about $85,000, with television probably added to the other media. New York is the first major market for Santa Fe outside the western states. It is among the oldest and best-selling brands in Southern California. Cole Fischer Rogow is the agency.

Coca-Cola Sets Coke and Food Drive

NEW YORK, Feb. 19—Coca-Cola Co. has scheduled an expanded Coke and food promotion in ten magazines from March 1 through December. King-size Coke and recipes will be featured in *Better Homes & Gardens, Ebony, Good Housekeeping, Holiday, Junior Scholastic, Ladies' Home Journal, Life, McCall's, Senior Scholastic* and *Seventeen.* Large photos and short copy will be featured, with the slogan, "Be really refreshed . . . around the clock." Point of sale displays will use the same format. McCann-Erickson is the agency.

Central American TV Net Nears Operational Stage

NEW YORK, Feb. 19—Central American Television Network, co-owned by the American Broadcasting Co. (51%) and stations in Costa Rica, Honduras, Guatemala, El Salvador and Nicaragua, will begin operations in six or eight weeks. The 5-station network, which is eventually to be an interconnected hookup, will be sold to advertisers through a central New York office headed by a still-to-be appointed general manager. The basic rate: $575 for a Class A hour.

Wilson Asks Eight Agencies to Make Presentations

CHICAGO, Feb. 19—Seven or eight agencies have been invited to make presentations for Wilson & Co., starting next week. Among the agencies reportedly competing for the company's $900,000 meat account, formerly handled by Kenyon & Eckhardt (AA, Nov. 23, '59), are Campbell-Mithun; Compton Advertising; Cunningham & Walsh; Erwin Wasey, Ruthrauff & Ryan and Clinton E. Frank Inc.

Vitro Corp. Names Gallay; Other Late News

• **Vitro Corp. of America,** New York, has named Sam J. Gallay Advertising to handle its corporate advertising and advertising for three divisions, Vitro Engineering and Vitro Chemical, both in New York, and Vitro Laboratories, Silver Spring, Md. Molesworth Associates, New York, is the previous agency.

• **President Eisenhower** today (Feb. 19) named Earl W. Kintner to a new seven-year term on the Federal Trade Commission. Yesterday the President reappointed Federal Communications Commissioner Robert E. Lee, also to a seven-year term. Present term of Mr. Kintner, FTC chairman, expires Sept. 30; Mr. Lee's current term ends June 30.

• **Fensholt Advertising,** Chicago, has been named to handle eight divisions of Koehring Co., Milwaukee, manufacturer of construction equipment. The account, which bills about $400,000, formerly was handled by Andrews Agency, Milwaukee.

• **Beck of Grafton,** Grafton, Wis., manufacturer of Beck Boot Valet automatic electric shoe buffers, has named Butcher-Sherwood Inc., Milwaukee, as its agency. Beck, which bills about $50,000, formerly was handled by Van Handel Advertising, Milwaukee.

• **Family Weekly** and **Suburbia Today,** Chicago, have appointed Tobias, O'Neil & Gallay as their agency. The account, formerly handled by Harry Sturgis & Associates, reportedly bills $100,000. Yesterday Tobias, O'Neil named Donald V. Smith exec vp of the consumer division of its Chicago office. He was formerly senior account executive with Leo Burnett Co.

• **Morton Small** has resigned as advertising manager of Mercury Record Corp., Chicago, to join the Chicago office of Biddle Co., where he will be a contact man and manager of internal traffic. Mr. Stone was once media director for Tim Morrow, now supervising director of Biddle, when Mr. Morrow had his own Chicago agency. Mercury has not yet named a new ad manager.

• **Douglas H. Emore** has been appointed ad and sales promotion manager of adding-calculating machines division of Remington Rand, a new post. He was formerly manager of the catalog department.

• **Lawrence J. Muller** has resigned as creative group head of SCI division, Communication Affiliates Inc., McCann-Erickson, New York, to join Sudler & Hennessey as associate creative director and member of the plans board.

• **L. Philip Ewald,** promotion director of *The New Yorker,* has been given the additional assignment of director of agency relations for the magazine, a new post. At the same time, David D. Michaels, former New York state ad manager, has been appointed to the new post of corporate and financial ad manager. Andrew C. (Mike) Pearson, former national ad manager of *Mademoiselle,* has joined *The New Yorker's* sales staff, succeeding Mr. Michaels.

• **Everywoman's Family Circle,** New York, will bring out a metropolitan New York edition in June, with b&w pages costing $1,906 and four-color pages $3,200. Rates are based on a circulation of 400,000.

• **Upjohn International,** subsidiary of Upjohn Co., Kalamazoo, has appointed Dillon Agnew Associates, international direct mail agency, to handle its direct mail campaigns in seven European countries.

'Digest' Attack Is 'Uninformative' on Outdoor: Coste

(Continued from Page 1)

ganda."

The OAI president said it is "regrettable in these days when all advertising is under close scrutiny because of the defections of a very small portion of those engaged in it, that opinion-making publications like *Reader's Digest,* dependent upon advertising for revenue, should not use their space and talents in support of the important role advertising plays in our expanding economy."

■ The *Digest* article hits at the outdoor industry's "influence" over legislatures considering laws controlling signs on the federal highway system.

"Nearly 4,000 miles of this new interstate system stand completed this spring at a cost of about $1,000,000 a mile—and much of it has already been taken over by the eyesore of billboards, even before the concrete is dry," says the *Digest.*

The reason for this, the article asserts, is: "The billboard industry has more influence with our legislators than we have who pay the bill.

"Bound together by trade association," it continues, "flanked by lobbyists, fighting off controls, greasing its way with gratuities and favors, this industry of a thousand companies has so encroached upon our highways that in the last two decades it has increased its take from $44,700,000 to more than $200,000,000 a year."

■ "The billboard lobby," says the *Digest,* "has watered down all attempts at federal regulation, using the excuse that control should rest with the states. As a result, countless billboards can infest the new interstate system unless each state legislature acts to protect its countryside."

According to the *Digest,* industry lobbyists "today swarm through state capitols all over the country, trying to beat back proposals to raise standards" against outdoor boards.

"It is a campaign replete with misrepresentation, fancy flimflam and outright lies," the article alleges.

"It is time for ordinary Americans," it adds, "to realize it isn't necessary to put up with this callous despoiling of our national scenic heritage and the devaluation of our highway investment." #

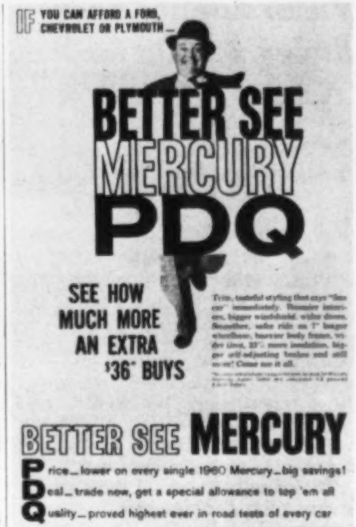
'Don't Tell Us; We'll Ask You' Is New Weiss Policy

(Continued from Page 2)

140 answers from the ad. The agency then mailed out a brief, one-page questionnaire to all 140 persons. The questionnaire asked such specific questions as years of experience, accounts handled and salary desired.

■ About 100 persons filled out and returned the questionnaires, he said. On the basis of data in the questionnaires, the most qualified persons were contacted and interviewed by the agency.

To date, Mr. Stern said that about 25 persons have been interviewed, and one has been offered a job. No one from the Weiss agency applied for the positions (some account men didn't know about the ad), Mr. Stern said, although he admitted that several executives working for Weiss clients were among the applicants. #


IF YOU CAN AFFORD A FORD, CHEVROLET OR PLYMOUTH—
BETTER SEE MERCURY PDQ
SEE HOW MUCH MORE AN EXTRA $36 BUYS
BETTER SEE MERCURY
Price—lower on every single 1960 Mercury—big savings!
Deal—trade now, get a special allowance to top 'em all
Quality—proved highest ever in road tests of every car

IT GREW PDQ—*The Lincoln-Mercury Dealers Assn. of Los Angeles really started something when it launched a spot radio and newspaper campaign which favorably compared the price of Mercury with other cars, mentioned by name. Other L-M dealer groups picked up the cue PDQ.*

Mercury Dealers Boast Prices Lower Than 'Low-Price 3'

NEW YORK, Feb. 18—Several of the Lincoln-Mercury dealer associations are locking bumpers with their competitors via a rare spot radio and newspaper campaign which favorably compares the price of Mercury with the "low-price" three, which are mentioned by name.

The associations in New York, Philadelphia, Cleveland, Chicago, Los Angeles and San Francisco are running similar but independent campaigns with dollar comparisons which vary from one locale to the next. The New York district is running a heavy schedule of radio spots with the bold message: "There's a new low price on all models of the beautiful 1960 Mercury. Now, you can buy the Monterey four-door sedan for within $36 of what you would have to pay for a dolled-up model of Ford, Chevrolet or Plymouth."

■ About 60 stations in 45 markets surrounding New York are carrying the minute spots in a five-week push. The schedules vary from 15 to 100 announcements per week.

Newspapers in New York are writing similar messages. "If you can afford a Ford, Chevrolet or Plymouth—see Mercury PDQ. See how much more an extra $36 buys," is the challenging message greeting readers of 125 papers in 113 cities in the New York district. Figures, the ads say, are "based on manufacturer's suggested base list price for Mercury Monterey four-door sedan and comparable V-8 powered four-door sedans."

Auto makers and dealers have mentioned their competitors by name in ads in the past. Among others, Ford Motor Co. used the technique for Edsel. Actual price comparisons, however, generally have been avoided.

Mercury's dollar-sign ads are part of a general campaign theme which originated in Kenyon & Eckhardt's Los Angeles office and spread to other Lincoln-Mercury dealer associations. The "PDQ" ads, standing for "price, deal and quality," were first used by the Los Angeles dealers, and are now appearing in similar radio and newspaper drives in the five other districts. Kenyon & Eckhardt is the agency for 23 Lincoln-Mercury dealer associations which operate autonomously. #

Victor Agency Sues Keyes, Martin for 'Account Piracy'

(Continued from Page 1)

ous accounts as a contact man and account executive.

■ Mr. Kiesel, said the complaint, thus "acquired a close, continuing, intimate and friendly relationship" with a number of real estate companies and builders.

Beginning last September, Victor charged, Mr. Kiesel made "certain improper, exorbitant and extravagant demands." He allegedly "threatened that he would and could take and remove all of the said accounts" from the agency unless his demands were met.

The complaint added the agency, under such "compulsion," opened negotiations with Mr. Kiesel looking to a mutually satisfactory compromise.

"Notwithstanding plaintiff's said efforts," the complaint continued, Mr. Kiesel "entered into a course of action and conspiracy with the other defendants . . . all thereof being designed to damage plaintiff and to remove from plaintiff's advertising agency all of the customers or accounts then being served by Kiesel as an account executive on plaintiff's staff."

■ The complaint further charged that beginning on or about August, 1959, a series of meetings between the defendants was held in the offices of Keyes, Martin and "the efforts of Kiesel to alienate and 'switch' the business of the said accounts from plaintiff to Keyes, Martin was discussed at length . . ." It was also alleged that as the result of the meetings, Mr. Kiesel was advised to persuade the accounts to move out of the Victor agency and into Keyes, Martin.

The complaint said that Messrs. Schlissel and Martin advised Mr. Kiesel that his employment by Keyes, Martin—and his salary—were "dependent upon his being able to switch said accounts."

In the complaint, Victor charged Mr. Kiesel with "spreading false and malicious rumors" that Jay Victor & Associates had "no interest in retaining the accounts and would be unable to service them upon the prospective departure of defendant Kiesel from the employ of plaintiff agency."

It added that after Mr. Kiesel left Jay Victor & Associates on Dec. 18, 1959, "many of the accounts served by plaintiff terminated their employment of plaintiff as their advertising agency and transferred their accounts to Keyes, Martin & Co. and are now being so served."

■ The complaint concluded by asking the court for a judgment in which an accounting be made of all alleged "profits, income and increment received by or accuring to [defendants] as a result of said conspiracy;" that the court adjudge the defendants be declared trustee of all said accounts "for the beneficial interest of plaintiff"; that the defendants be "permanently enjoined from soliciting, contacting, spiriting away or interfering" with the accounts set forth in the Victor complaint; and that punitive damages of $250,000 be awarded to Jay Victor & Associates as the plaintiff.

■ Mr. Steinhardt, president of Keyes, Martin & Co., commented on the suit in a three-sentence statement to ADVERTISING AGE:

"The suit is completely groundless and false. We deny all of its allegations of wrongdoing. Our attorneys are now studying the papers for necessary action." A formal answer to the charges is expected to be filed in superior court here shortly. #

Cunningham
McGannon
Anderson
Connolly
Christian
Allan
Beard
Swaffield

AFA GOERS—*Present at the North East regional Advertising Federation of America conference in Boston were John Cunningham, board chairman, Cunningham & Walsh; Donald H. McGannon, president, Westinghouse Broadcasting Co.; Sigurd Anderson, FTC commissioner; James M. Connolly, convention chairman and 1st vp, Frank S. Christian, president, and Paul Swaffield, past president, of the Advertising Club of Boston; George Allan, vp and general manager, Gannett Advertising Sales Inc., and William K. Beard Jr., president, ABP.*

Colgate Renews Charge FTC Had Cleared 'Sandpaper' Ads

(Continued from Page 1)

York, agency for Pepsodent.

Still to be heard from in the Jan. 13 group are Standard Brands and Ted Bates & Co., for Blue Bonnet margarine, and Aluminum Co. of America and Ketchum, MacLeod & Grove, for Alcoa wrap.

Replies by Colgate and Ted Bates & Co. defended the sandpaper commercial as "a fair and true illustration of the otherwise proven fact that Palmolive Rapid Shave Cream has excellent wetting properties in actual use for shaving purposes."

■ The sandpaper commercial had become a matter of special interest after the Bates agency used newspaper ads in New York, Chicago and Washington to complain that FTC was hitting reputable firms with a complaint without making its rules clear.

Both companies conceded that what appeared to be sandpaper was in fact a mockup composed of glass or plexiglass with sand applied. They insisted, however, that the moisturizing action of the product is such that "by applying said product to the surface of sandpaper and soaking it, it is possible to shave off the rough surface of the sandpaper." The replies contended "the mockup was used in said demonstration because of technical problems in the tv process which made it unfeasible to use sandpaper."

■ FTC also received this week denials from Lever Bros. and its agency, Foote, Cone & Belding, New York, that the public was deceived by tv commercials for Pepsodent toothpaste.

Lever Bros. simply denied its ads mislead or had a tendency to mislead the public. FC&B, in behalf of itself, and William H. Bambrick, account supervisor on the Pepsodent account, said it believed and still believes commercials involved in the complaint are true and accurate.

"But in any event," FC&B replied, "said respondents acted in good faith and with due care, in reliance upon adequate and responsible information with respect thereto."

■ While the Colgate and Bates replies were filed by different law firms, their language with respect to the effectiveness of Palmolive shave cream, and the reasons for the use of a "mockup" in the "sandpaper" demonstration were almost verbatim.

The Bates reply, however, contented itself with defending the product, and explaining the use of the mockup. It steered clear of the "bad faith" issue raised by Colgate.

In the Colgate commercial a hand holds a razor and shaves what purports to be sandpaper to which Palmolive shave cream has been added. FTC charged that "said demonstration does not prove the 'moisturizing' properties of Palmolive Rapid Shave Cream."

■ The Pepsodent commercial showed a lab technician demonstrating a cigaret smoking machine. "It deposits yellow smoke stains on enamel like the hard surface of your teeth," he explains. As the video portion shows Pepsodent brushing away the stain, he says, "See? The smoke stain is gone when we use Pepsodent." FTC said this demonstration does not prove that Pepsodent is effective in removing tobacco smoke stains from the teeth of all smokers.

Colgate's account of its efforts to keep Palmolive shave cream ads in line with FTC wishes said, "At the request of the commission, respondent has continuously submitted representative samples of its advertising and tv commercials for various of its products and has voluntarily modified such advertising and tv commercials at the suggestion and request of the commission and to the satisfaction of the commission."

■ In May, 1957, it said, commercials for Palmolive shave cream as well as certain other products were submitted. "On March 25, 1959," Colgate said, "respondent was informed that the commission contemplated no further action at this time, certain of such ads having been changed voluntarily."

According to Colgate's version, the next word from the commission was notice on Nov. 16, 1959 that certain information was desired with respect to the sandpaper test. "On Nov. 20, 1959," Colgate said, "R. H. Gravette, a representative of the commission, met with the representatives of both respondents. Respondents supplied the information requested and it was demonstrated to said representative of the commission that Palmolive Rapid Shave could, in fact, be applied to shave sandpaper."

■ The reply said, "Said representative of the commission himself performed the demonstration to his apparent satisfaction."

Colgate's reply continued: "The commission made objection to the sandpaper demonstration in the tv commercials for Palmolive Rapid Shave for the first time by the service of the complaint herein.

"Thereupon, respondent voluntarily changed such tv commercials and at great expense voluntarily and permanently abandoned the use of the sandpaper demonstration in its tv commercials and made certain other changes in such tv commercials."

■ Meanwhile, the commission's hearing on ads for Colgate's Dental Cream with Gardol bogged down Tuesday as Colgate filed a motion seeking dismissal.

Commission Attorney Edward F. Downs had completed the presentation of his case two weeks ago. His evidence consisted solely of seven tv commercials and a number of ads from print media which, he contends, implied that Colgate Dental Cream with Gardol provides "complete" protection.

When the hearing resumed today, Colgate Attorney Matthew F. Correa moved for dismissal on the grounds that the commission failed to prove its case. In the event this motion is denied, he said he will need access to FTC's files in order to develop proof that Colgate had reason to believe its ads were satisfactory, and to show that competitors have benefitted as a result of the complaint issued by the commission.

■ As Hearing Examiner Leon Gross took his motions under advisement, attorneys for both sides indicated an agreement was being negotiated which will enable Colgate to develop evidence on its past cooperation with the commission. On the assumption that the motion for dismissal may not be granted, the hearing examiner designated March 16 for Colgate to begin developing its defense. #

Minnesota Mining Names Sandell to New Ad Post

George W. Sandell, formerly general manager of Thermo-Fax Sales Inc., has been named staff advertising administrator of Minnesota Mining & Mfg. Co., St. Paul, a new post. The new position is the beginning of a realignment of Minnesota Mining advertising activities "into the vertical organization of product groups and divisions." Mr. Sandell will coordinate the ad programs of the products groups and divisions and will align the programs with the over-all corporate and institutional advertising goals. Product group ad programs will be directed by managers appointed in the divisions.

George W. Sandell

Pharma-Craft Names Edwards

Mauri Edwards has been named general sales manager of Pharma-Craft Co., New York. He was previously marketing assistant to the scientific director of Joseph E. Seagram & Sons, parent company. Pharma-Craft has also named Alan E. Woltz assistant general sales manager and Elmer E. Gaub Jr., national field sales manager.

Stay Ahead of Consumer Tastes, Jones Urges Admen

(Continued from Page 1)

called corporate image—owns its market today.

■ "Nor does it own its historic share of that market. It exists in a market, or in a share of a market at public caprice and because it either is fortunate in its marketing approach or fortunate in the lack of creative marketing savvy among its competitors."

As an example of predicting future marketing trends, Mr. Jones recalled that in 1953, Pontiac and MacManus, John & Adams officials decided to change Pontiac's image from a staid, conservative automobile to a sleek, modern model.

■ They based their decision on the fact that the Big Three were turning out sharper models, that income was rising, and the fact that more young people were entering the new car market. Pontiac's 1959 model scored a dramatic climb in its share of the new car market. #

Fogwell Named Ad Director of Hart Schaffner & Marx

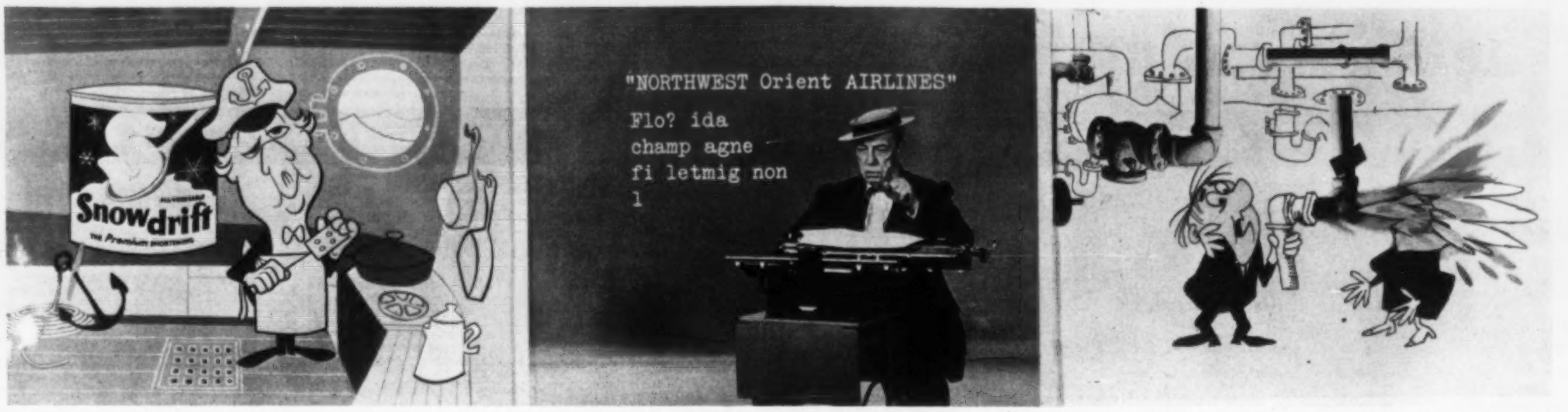
Bruce Philip Fogwell has been named advertising director of Hart Schaffner & Marx, Chicago, effective March 1. He succeeds Robert Dawson, who resigned in December to become advertising director of Neiman-Marcus Co., Dallas. Mr. Fogwell formerly was assistant advertising manager of William Carter Co., Needham, Mass.

Bruce Fogwell

Sunbeam Enters Electronic Field with Oster Purchase

Sunbeam Corp., Chicago, manufacturer of portable electrical appliances and other equipment, has acquired John Oster Mfg. Co., Milwaukee, manufacturer of barber and beauty supply equipment, health appliances, electrical housewares, and aviation and missile precision instruments. Oster stock will be exchanged for Sunbeam stock at a special meeting of stockholders April 4.

Sunbeam said that no decision has been reached concerning Oster's two agencies—Brady Co., Appleton, Wis., which handles all advertising except for Cummins portable tool division, and Baker, Johnson & Dickinson, Milwaukee, which handles Cummins. Perrin-Paus Co., Chicago, is Sunbeam's agency.



WINNERS—*Here are three of the six first award winning tv commercials chosen by the Hollywood Advertising Club: Snowdrift, Northwest Airlines and Santa Clara Plumbers.*

Hollywood Ad Club Awards 15 Prizes for TV-Radio Spots

HOLLYWOOD, Feb. 17—Fifteen first awards for tv and radio commercials produced in the Los Angeles metropolitan area in 1959 were made today by the Hollywood Advertising Club in its second annual Broadcast Commercials Producers competition.

First awards for television went to McCann-Erickson and Jerry Fairbanks Productions for a one-minute live action commercial produced for Bell & Howell; Grant Advertising and American Broadcasting Co., for an over one-minute live commercial for Dodge; Campbell-Mithun and Desilu Productions, for a 30-second live commercial for Northwest Orient Airlines.

Guild, Bascom & Bonfigli and Ray Patin Productions, for an over one-minute animated commercial for Nucoa (Best Foods); Foote, Cone & Belding and Cascade Pictures of California, for an animated one-minute commercial for Calo Pet Food Co.; David Olen Advertising and Playhouse Pictures, for an animated 30-second commercial for Santa Clara Plumbers Assn.

▪ Fitzgerald Advertising and Quartet Films, for a Wesson Oil & Snowdrift Sales Co. ID; D'Arcy Advertising and Saul Bass-Playhouse Pictures, for an Olin Mathieson Corp. program title; U.S. Borax & Chemical Corp. and American Television Enterprises, for a program promotion spot for "Death Valley Days"; J. Walter Thompson Co. and MGM-TV, for a Ford Motor Co. color commercial; N. W. Ayer & Son and MGM-TV for an institutional commercial of American Telephone & Telegraph Co.

Radio first prizes were given to Freberg Ltd., for a humorous Butter-Nut Foods commercial; to KEZY for a Schmidt-Phillips Co. straight presentation commercial; Foote, Cone & Belding and Ad-Staff, for a Sunkist Growers' jingle; KNX-Radio, for station promotion.

▪ Additional tv awards were given to:

- **One-minute live**—Foote, Cone & Belding and MPO Productions, for S.C. Johnson & Son (J-Wax), and Guild, Bascom & Bonfigli and La Brea Productions, for Tidy House products.
- **Over one-minute live**—Guild, Bascom & Bonfigli and Wayne Steffner Productions, for Skippy peanut butter, and Reach, McClinton & Co and MGM-TV, for Prudential Insurance Co.
- **Animated, 30-second**—Needham, Louis & Brorby and Pantomine Pictures, for Renault, and J. Walter Thompson Co. and Playhouse Pictures, for Southern California Ford Dealers' Assn.
- **ID**—Van Sant, Dugdale & Co. and Freberg Ltd., Playhouse Pictures for Esskay American Brewery Co.
- **Program title**—J. Walter Thompson Co. and Playhouse Pictures, for Ford.

▪ Additional radio awards went to:

- **Humorous**—Van Sant, Dugdale & Co. and Freberg Ltd., for Esskay meats, and Davis, Johnson, Andersen & Colombatto, for Glendale Federal Savings & Loan Assn.
- **Jingle**—Doyle Dane Bernbach and Radio Recorders, for Holly Sugar Corp.
- **Station promotion**—KEZY.

▪ Judges in the competition were Don Belding, formerly of Foote, Cone & Belding; Thomas Freebairn-Smith, Academy of Television Arts & Sciences; Evelyn Bigsby, *TV Guide;* Syd Cassyd, University of California at Los Angeles, and Frank Morris, NAB tv code review board.

Phil Seitz, ADVERTISING AGE, was chairman for the awards; Bill Merritt, *Broadcasting,* was co-chairman. #

LAURA R. HALL

CHICAGO, Feb. 16—Mrs. Laura Roberts Hall, 44, head time buyer for Henri, Hurst & McDonald, died Jan. 31 in Michael Reese Hospital.

Born in Chicago, Mrs. Hall worked for WQAM, Miami, from 1941 to 1948, serving as national spot sales manager for the last five years. During the same period, she also served as Miami correspondent for *Variety*.

She moved to New York in 1948 and joined C. E. Hooper Co. as assistant to the vp in charge of station relations. She moved to Chicago in 1950 to join Henri, Hurst & McDonald as chief time buyer.

WALTER E. WINES

RIDGEWOOD, N. J., Feb. 17—Walter E. Wines, consultant in newspaper production and plant design and construction and a former American Newspaper Publishers Assn. official, died of heart failure at his home here Feb. 11.

At his death, Mr. Wines was a consultant for Charles T. Main Inc., Boston consulting engineer.

Mr. Wines, who retired from the ANPA in 1948, joined the association in 1926, founding its mechanical department and initiating national mechanical conferences which are now annual affairs. He was also a director of the department.

Beginning in 1910, he was associated successively in mechanical managerial capacities with the *Minneapolis Tribune, Chicago Tribune* and *New York Times.*

J. RALPH SNYDER

FORT LAUDERDALE, FLA., Feb. 16—J. Ralph Snyder, 74, board chairman and former publisher of the *Gary Post-Tribune,* died Feb. 11 in his winter home here.

Mr. Snyder retired after 43 years as publisher in 1953, after he suffered a series of strokes.

Mr. Snyder and his brother, H. B. Snyder, who currently is editor and publisher of the *Post-Tribune,* came to Gary in 1910 and bought the *Gary Post*. In 1921, they bought the *Gary Tribune* and merged the two newspapers.

The veteran newspaper man was the son of an Ohio and Missouri newspaper publisher, H. R. Snyder, who at one time was associate editor of the *Gary Post*. In addition to his brother, H. B., Mr. Snyder is survived by a son, Jack, business manager of the *Post-Tribune*.

HENRY B. KNIGHT

MOUNT VERNON, N. Y., Feb. 16—Henry B. Knight, 59, a display advertising salesman in the financial advertising department of the *New York Times,* died of a heart attack here Feb. 10 while being driven to the railroad station by his wife, Henrietta. Mr. Knight joined the *Times* in 1927 as a stenographer in the financial ad department, and became a salesman in the department two years later.

JOHN J. FOY

BUFFALO, N. Y., Feb. 16—John J. Foy, 53, former adman and president of Printed Productions Inc., died Jan. 30 after a long illness.

Mr. Foy began his career in New York, becoming president of the Creative Sales Guild and editor and publisher of its magazine, "Printed Advertising." In 1932 he moved to Buffalo, where he worked as an account executive for Landsheft Advertising Agency and R. B. Warman & Co.

He joined the public relations department of Curtiss-Wright Corp.'s airplane division during World War II. He also held executive positions with several Buffalo printers.

HERMAN KATZ

BOSTON, Feb. 16—Herman A. Katz, 58, president of Jenkins Spirits, Manchester, N. H., died Feb. 9 at Peter Brent Brigham Hospital here. A resident of Brookline, Mr. Katz founded Jenkins Spirits, which produced Reddy Made mixed drinks, in 1958. He had served as vp and sales manager of Jacob Ruppert, New York brewer, from 1949 to 1954. He rejoined Ruppert in 1957 as sales consultant and operated his own New England wholesale distributing organization, Country Club Soda, Springfield, Mass.

FRED L. ROGAN

POINT PLEASANT, N. J., Feb. 16—Fred L. Rogan, 79, former owner of *Judge*, the humor magazine, died at Point Pleasant Hospital here Feb. 8. He was a resident of Adamston, N. J.

A former ad manager of Curtis Publishing Co., Mr. Rogan owned and operated *Judge* from 1925 to 1935. He was editor of company publications for Pyrene Mfg. when he retired in 1954.

GEORGE T. BECHTOLT

WICKENBURG, ARIZ., Feb. 16—George T. Bechtolt, 66, former advertising manager of the *Cincinnati Enquirer,* died at his home here Jan. 29. He left the *Enquirer* about 30 years ago.

WILLIAM VINICOMBE

ALBANY, Feb. 16—William F. Vinicombe, 32, vp of Woodward, Voss & Hevenor Advertising, died Feb. 4 after a long illness. He joined the ad agency here in 1948.

L&N Names Pan in N. Y., Reibold on West Coast

Anthony J. Pan, vp and commercial production director of Lennen & Newell, New York, since 1953, has been named a senior vp of the agency. L&N also has named Richard S. Reibold radio and tv commercial director of its Beverly Hills, Cal., office. He has been with the agency since 1958 as a tv commercial producer.

Gebstaedt Joins ABC-TV

Andre Gebstaedt, formerly advertising manager of J. Arthur Rank Organization, New York, has been named to the new post of advertising manager of ABC-TV, New York. He will assist Dean Linger, director of advertising.

TV Nets' Billings Climbed 10.7% to $627,311,530 in '59

NEW YORK, Feb. 19—Last year the tv networks' gross time billings climbed to $627,311,530, 10.7% over the 1958 billings of $566,590,401, according to figures released today by the Television Bureau of Advertising.

All three networks shared in the general prosperity, with American Broadcasting Co. coming up with the greatest percentage increase.

- ABC billed $125,665,324, an increase of 22% over the previous year.
- CBS led in billings with $266,355,269, a 7.5% increase over 1958.
- NBC billed $235,290,937, a 9% increase over 1958.

▪ The networks' daytime billings showed a healthy gain in 1959 over 1958, scoring a 17.7% boost to $203,103,778 over 1958's $172,490,627.

Nightime network billings were $424,207,752, compared with $394,099,774 in 1958, a 7.6% increase.

The network television billings are released by TvB and compiled by Leading National Advertisers-Broadcast Advertisers Reports. #

Network TV Gross Time Billings

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	December		%	January-December		%
	1958	1959	Change	1958	1959	Change
ABC	$10,466,104	$13,280,610	+26.9	$103,016,938	$125,665,324	+22.0
CBS	22,836,275	23,935,048	+ 4.8	247,782,734	266,355,269	+ 7.5
NBC	20,636,442	21,453,811	+ 4.0	215,790,729	235,290,937	+ 9.0
Total	$53,938,821	$58,669,469	+ 8.8	$566,590,401	$627,311,530	+10.7

MONTH BY MONTH—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
*September	8,724,938	21,196,220	18,525,685	48,446,843
October	12,537,020	23,610,441	22,883,291	59,030,752
*November	13,103,250	23,458,970	21,765,361	58,327,581
December	13,280,610	23,935,048	21,453,811	58,669,469

*Figures revised as of Feb. 10, 1960.

William Esty Elects Dr. Wulfeck to Board Post

Dr. Wallace H. Wulfeck has been elected vice-chairman of the board of William Esty Co., New York. Dr. Wulfeck has been exec vp of the agency for the past three years. At the present time, Dr. Wulfeck is president of the Market Research Council and director of the Advertising Research Foundation, of which he was chairman of the board in 1957 and 1958.

Dr. Wallace Wulfeck

Phelan Joins Grant Webb

Richard C. Phelan, previously with Illinois Mid-Continent Life Insurance Co., has joined the Chicago sales staff of Grant Webb & Co., radio station representative. Grant Webb also has been named national representative of WOHO, Toledo, formerly handled by John E. Pearson Co.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

COPY DIRECTOR

Fast growing Louisville agency has opportunity for experienced man or woman creative copy director. Financially sound agency staffed with twenty-two people; two million billing. Accounts—food and diversified. Reply in confidence with samples. Salary range—$7,500 to $10,000.

Box 3367, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMMERCIAL ART SALESMAN

to sell complete collateral Advg package from idea to printing for firm that has all the facilities & know-how **MI 2-6402 (Chgo)**

P. O. P. DESIGNER

Experienced, merchandising minded designer needed to create smart, modern cardboard and semi-permanent displays for large, progressive P.O.P. organization handling all top national accounts. Send complete resume and salary requirements to

**ROGER REX, DISPLAY CORPORATION,
521 BROADWAY,
MILWAUKEE, WISCONSIN**

SPACE SALESMAN

Ready to move up now to eastern divisional manager of a national trade publication serving the motor carrier industry. Minimum of 4 years in space sales. Age 25-45. Substantial draw against commission. Top opportunity for creative planner, with ambition and drive. Must have late model car and be willing to travel extensively. Send resume of experience along with record of accomplishment. Our employees know about this ad.

Box 3415, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR. To head up new trade magazine in New York. Heavy editing experience particularly in food, liquor or club management. Great opportunity—large publishing firm. Salary open.

Box 3416, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP! GROWING PAINS

Agency president needs food-experienced account executive to relieve him of prime responsibility on major packaged-meat account.

Our $1,500,000 agency is GROWING, demanding that the president spend more and more of his time on agency administration and new business. If your background qualifies you, please send your resume (including salary requirements). Our 19 man staff knows (and heartily approves) of this ad.

Box 3417, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGRICULTURAL ADVERTISING COPY WRITER wanted by large midwestern firm dealing in all types of agricultural merchandise. Knowledge of display design helpful. Good permanent position with talented, well-adjusted people. Write

Box 3418, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists .... media .... production .... sales

"All is grist which comes to our mill"

ANdover 3-4424, 105 W. Adams St. Chgo 3

ADVERTISING DESIGN ASSISTANT

able to prepare rough and comprehensive layouts, handle type specifications, supervise preparation of key line art. Will involve contact work with photographers, art studios and advertising agencies. Should be able to contribute to creative planning of direct mail, sales literature and journal advertising for overseas distribution. Prefer 2 to 6 years experience. Please send resume to:

**Technical Employment Coordinator
The Upjohn Company
Kalamazoo, Michigan**

PUBLIC RELATIONS—Large national financial corporation seeks top assistant to develop interesting releases, write speeches, contact major media. Creative, mature, able to operate on high level. New England. Send resume: include salary, availability.

Box 3392, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVTG. MGRS.—COPYWRITERS—ARTISTS—SALES PROMOTION—ACCOUNT EXECS—EDITORS—PUBLIC RELATIONS

Serving both Employer and Employee **SHAY AGENCY, 55 E. Washington, Chicago**

ADVERTISING ASSISTANT

Leading Chicago consumer goods manufacturer needs an able assistant who can write promotional copy, who works well with others, and knows the graphic arts. Fine opportunity with leader in field. Good benefits and salary dependent upon experience—3 or more years desirable. College background helpful. Send letter and resume, including salary needs.

Box 3419, ADVERTISING AGE
200 E. Illinios St. Chicago 11, Illinois

ADVERTISING ART SALESMAN

Experienced. Salary or commission. Established, well organized, top quality studio. Call WHitehall 4-7164 for appt. **ASTROGRAPHICS, INC. 200 E. Ohio, Chicago**

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

**Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255**

ASSISTANT DIRECTOR OF PUBLIC RELATIONS

for Major community philanthropic organization in Chicago

There's a bright future here for a young man with initiative and drive, and experience in Publicity and Public Relations work; some direct mail experience also desirable. Excellent salary and working conditions.

Box 3427, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Illinois

HELP WANTED

FILM PRODUCTION SALESMAN

One of Midwest's pioneer studios offer great oppy. Top-notch equipped facilities; staff. Unlimited potential.

**UNITED FILM & RECORDING STUDIOS
301 E. Erie St. (Chgo.) SUperior 7-9114**

ADVERTISING OPPORTUNITIES

Artist top figure illustrator	Open
Trade publication editor	Open
Adv. & P.R. Asst. (California)	$9,300
Advertising Assistant (N.Y.)	Open
Catalog layout artist	$7,800
Media Gal Friday (good typist)	$4,200

Send resumes to E. R. Rundell

**WABASH EMPLOYMENT AGENCY
202 So. State Street 15th floor
Chicago 4, Illinois WAbash 2-5020**

OPPORTUNITY FOR GOOD WRITER

For a copywriter who has done successful trade and promotional direct mail campaigns, and who has written some national—there is an opportunity to assist copy chief on accounts that are leaders in their fields. Agency has high creative standards. Midwest location. Write giving details and attach one proof that is typical of your writing. Our people know of this.

Box 3208, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ACCOUNT SERVICE/AD MANAGER

7 yrs. Industrial/Consumer agency exp. All phases. Ideal man for growing agency or mfg. Get the facts. 31. Family man, BBA.

Box 3420, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MGR.—PRODUCT MGR. Experienced in nat'l advertising sales promotion, graphic arts, market research, displays. NYC location. Age 31.

Box 3421, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL FREE LANCE—

Specializing in catalogs, collaterals, direct mail—seeks agency and/or manufacturer connections. **V. Brookhart, 2160 Jones Avenue, Wantagh, L.I., N.Y.**

MAYBE I BELONG TO YOUR "TEAM"? MBA (24) with some agency and ind. sales exper. seeks position as marketing mgmt. trainee—esp. with food mfr. or agency.

Box 3422, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IN REFERENCE TO PREVIOUS ADS with lead headlines as follows: vocal characterizations, 2/1 issue, box 3356, creative improvising, 2/15 issue box 3413 THANK YOU, for your enthusiastic interest. Overwhelmed response, have caused time delays; in confirmation of appointments.

MEDIA-GIRL FRIDAY—Admin. ass't.—Exec. sec'y. 10 yrs. agcy exp. $550-$600. Available immediately. Write:

Box 3428, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SPACE SALES. . . now selling McCall consumer and trade quarterlies . . reorganization compels move . . extensive media prom & res & some agcy & mfr exp. .32 . . married. **Hal Olson, MU 6-4600, NYC.**

Looking for pro talent at part-time price? Bright, seasoned 4-A Copy Contact man will add power and aura to your team through flexible working arrangement at your option. Excellent consumer and industrial background, plus contract caliber & exceptionally attractive. remuneration setup. **New York City TR-3-0459.**

Woman executive available April 1 (March 15 if necessary). Qualified for management of medium-size agency, publisher's Chicago office or as assistant to account executive or advertising manager.

Box 3429, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BOOK-KEEPER—FREE-LANCE

Full charge including tax reports, P&L. Wide media and production knowledge from long agency experience. Excellent references. Prefer only 2 or 3 days per week. **Mrs. A. E. Kendall—664 N. Dearborn—Chicago**

WHITEHALL 4-5644

REPRESENTATIVES WANTED

ESTABLISHED West Coast Publishers rep. has room for junior salesman (24-26). Sales or adv. exper. desirable. Only self-starters with imagination need apply. All confidences will be respected. Send resume.

Box 27 R 495, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES AVAILABLE

WANT MORE AD VOLUME?

If your trade publication needs exp. publishers rep with agency references for Ohio, Mich, Pa, NY write for details.

Box 3423, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Representative Available for Midwestern Area. Trade or Consumer Magazines.

Box 3424, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

PUBLISHERS: Need Financial Assistance? Old established letterpress and offset printing firm has excess capacity to produce economically trade publications, syndicated advertising and printing specialties, etc. Financial assistance or possible purchase can be arranged if necessary. Replies confidential.

Box 3425, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

INVESTMENT OPPORTUNITY

Successful publisher desires additional capital for expansion of profitable property in consumer and trade field. Should return investor 100% profit within 12 to 18 months. Write

Box 3426, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

FREE-CATALOG NO. 2 OF READY TO USE ART OF LIVESTOCK & POULTRY Contains 96-8 x 10 velox prints, with a total of over 250 drawings of every type of farm animal and bird. If you sell to the farmer, you should have this Free catalog in your file. Write today—**John Andrews, 1504 Dodge Street, Omaha, Nebraska.**

Mr. Editor: Make your good paper even better with the humorous new column, DOWN ON THE FARM. For sample columns and rates write **Fortune Features, Huntly, Va.**

DO YOU NEED

Copywriters, Ad Managers, Production People? WE HAVE THEM! Check with

**MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3538**

SOME PUBLISHER MUST NEED—

Experienced retail, national and classified adman qualified to lead advertising departments into higher linage productiveness. Ability to set realistic advertising linage goals and obtain strong gains. Capacity to see picture from overall operation . . . cooperating and coordinating with news, and printing depts. This man has a strong sales record and leadership. He has a young family, owns his own home; . . . excellent references with top-level executives. Wishes to relocate with smaller newspaper . . . and invites interview during Inland Newspaper meetings.

Please call PArk 4-6037 (Glenview, Ill.) or write

Box 946, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PROMOTION MANAGER

FOR GEIGY PHARMACEUTICALS

Division of Geigy Chemical Corporation
Ardsley, New York

A highly qualified Promotion Manager will find a rewarding career in our rapidly expanding Ethical Pharmaceutical program.

The individual selected should have a minimum of 6 years experience in related product field with a successful and leading pharmaceutical concern. He should have a thorough knowledge of Advertising, Professional Service activities and the education of field staff. A knowledge of German or French desirable.

We seek an exceptionally gifted and experienced representative personality, pronounced creative ability and a talent for organization, who wishes to participate in the development of our fast growing pharmaceutical business.

All replies strictly confidential; our employees know of this ad. Please submit complete resume including background and salary requirements to:

Mr. Robert Hochhauser—Personnel Department

Geigy®

**GEIGY
CHEMICAL CORPORATION**
Ardsley, New York

ADVERTISING ASSISTANT WANTED

One of the world's largest and best-known industrial corporations needs an experienced advertising man for a key position in its international advertising operation. The position covers all phases of advertising, from writing copy to planning to agency liaison. The man needed should be a college graduate with a degree in liberal arts or the creative aspects of advertising. He should have several years of broad advertising experience — consumer or industrial, company or agency —with a good background in copy. He should be presently located in the New York metropolitan area. Salary $8,500 to start. Send resume to: Box 950, Advertising Age, 630 Third Avenue, New York 17, New York.

ARE YOU QUALIFIED?

MEDIA DIRECTOR ....to $15,000+
Large 4-A Midwest agency seeks man versatile in print & broadcast media to supervise staff of 4 buyers.

BROADCAST MEDIA DIRECTOR to $15,000+
Will supervise 4 time buyers. Well-known 4-A Southern agency.

MERCHANDISING DIRECTOR ...$25,000+
Top-Drawer B/G in foods & related consumer items. Midwest agency.

SALES PROMOTION MANAGER $9,000
Versatile B/G in print material & public relations functions. Midwest boat manufacturer.

MERCHANDISING DIRECTOR ...$25,000+
High-Level B/G in textiles or related soft lines. Eastern location.

ADVERTISING DIRECTOR ....to $17,000+
Solid history in men's clothing & furnishings. Midwest location.

If qualified and interested, contact me in absolute confidence.

GEORGE E. PYLKAS
Manager—Advertising Division

CADILLAC ASSOCIATES, INC.
29 East Madison Building Chicago 2, Ill.
Financial 6-9400

SALES AND FINANCIAL ANALYST

National Food Manufacturer located in Chicago seeks young man 22 to 30 to work in the Advertising and Merchandising Department.

Primary job responsibilities will require knowledge and interest in sales forecasting and analysis as well as profit projection and analysis. Secondary responsibilities include report control and budget preparation and control. This man should be a college graduate or have equivalent of working experience. He must be interested in project work and can handle details.

Please submit complete resume with application. All replies kept strictly confidential. Box 954, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

SUPERVISOR OF MATERIAL CONTROL

Large Nation-Wide Food Manufacturer needs a supervisor of Material Control in the Advertising Department.

To supervise the distribution of Advertising Material. Excellent job opportunity with growth potential for a man between 22-27 years of age with two years or more of college. This man will be responsible for developing detailed procedures related to Advertising Promotion Materials, and will prepare and analyze related statistical data. He will be responsible for the distribution of display materials to sales representatives and retail outlets.

Send detailed resume. All replies kept strictly confidential. Box 955, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

WE WILL SUPPLY CAPITAL

We are interested in investing in small and medium size agencies with growth potential on a non-participating basis.

If you are an account man and wish to open your own agency we will supply the capital on a non-participating basis.

We are interested only in agencies operating in the South-east. We are interested only in agencies who primarily handle industrial accounts.

This arrangement will be mutually profitable to both parties.

If you are interested reply to the box number listed below. We will contact you with details.

**Box 919, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS**

MERCHANDISING EXECUTIVE

Nationally known publication desires an experienced merchandiser to contact principal food, drug, dept. store and sales executives. Extensive travel required. Salary and expenses. Please submit complete resume including age, education and detailed employment record. Write:

Box 953, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE TRAINEE:

Ambitious young man with agile and creative mind. 25, single, Princeton Graduate (AB Economics), Navy Vet (Lt. J.G.) seeks account executive trainee position with small N.Y.-N.J. Metropolitan area agency. Starting salary unimportant, provided opportunity for advancement, based on personal accomplishment and initiative is available. For resume and interview please write.

Box 956, Advertising Age
630 Third Ave., New York 17, N. Y.

RESOURCEFUL MARKETING EXECUTIVE

15 years of successful Sales-Manufacturing administration with top national food manufacturer; 9 years as Account Executive with leading national advertising agency.

Shirt sleeve experience and accomplishments in: Market Research, Product Development, Packaging, Costs, Promotion, Merchandising, Advertising, Public Relations.

College: B.S. in Mechanical Engineering; Excellent communicator; leader in community and philanthropic activities. Box 952, Advertising Age, 630 Third Avenue, New York 17, N.Y.

WANTED ! !

Manager for Agency Radio and Television Dept.

Growing agency needs man capable of managing large dept. Must have thorough knowledge of radio and television buying, production and creative work. Must be able to represent agency in client meetings. Agency can offer right man an opportunity to work in pleasant surroundings away from the hub-bub of New York and Chicago. He will participate in bonus, profit sharing trust and many other personnel benefits. Salary will be commensurate with experience. Our employees know of this ad.

Send resume including salary expected to Box 951, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Your confidence will be respected, of course.

**THE MAN YOU WOULD LIKE TO COUNT ON
for your Spanish-speaking markets concerns**

Seasonable Cuban ad-man, 42, married, Graduate of the Universidad de la Habana, with a full know-how of the advertising business in executive rank and technical ad knowledge, is searching for a position of certain high level (Senior AE and/or Account Supervisor) within International or domestic Agencies (or Advertising Department of International Corporations) with Spanish-speaking markets coverage.

Managing his own Advertising Agency in Havana, Cuba, during 12 years with excellent performance to exhibit, has also a background as lawyer and Spanish Grammar professor.

It is not a current "position wanted" you used to find but an unusual opportunity to hire a very highly qualified man desiring to do some structural changes in his working path.

Would rather prefer a South Florida or Latin American Country assignation, but will accept a northern one—if necessary.

Starting salary expected in accordance with place of location, always in the rank of five figures.

Complete resume, American Corporations testimonials and references immediately available.

**Please write to: Apartado de Correos 7093
Habana, Cuba.**

DON HARRIS NEEDS:

COPYWRITER, heavy automobile experience but not a prisoner of it. Man who's peered over the edges of the well-known ruts .... **TO $25M**

MARKETING EXEC., automobiles, sales planning, merchandising, the works .... **TO $20M+**

COPY, auto accessories .... **$15-$18M**

AE, auto accessories, to brighten supervisor's life **$15M**

PRODUCT MGR. (could be woman), fashion cosmetics or toiletries experience. Realistic in marketing. Not a leaner .... **TO $12M**

AE, foods. Young, ambitious. Realistic knowledge of food business .... **TO $12M**

RIGHT-HAND MAN, to marketing-minded adv. mgr. of big-name, multi-line consumer durables co. **$9M**

**DON HARRIS, Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400**

IF YOU'RE TIRED . . .

of "me too" advertising and thinking, this is for you. Employed but boxed-in agency copy exec offers a rare mix of creativeness and selling savvy. Ideas are this man's strong suit, and his print, TV and radio campaigns prove it. Solid agency experience in package goods, other blue chips. Eager for real challenge. Write Box 949, ADVERTISING AGE, 200 E. Illinois, Chicago 11, Ill.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
**By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670**

Our 49th Year

RESEARCH DIRECTOR, ad agency	$16M
RADIO-TV COPY, hvy. food exp.	open
ADVERTISING MANAGER	7,500
SR. MKT. RESEARCH ANALYST	12M
RADIO TIME SALESMAN, young	6M
MARKETING SPECIALIST	13M
BROADCAST COPYWRITER, female	6M
ASSOCIATE MEDIA DIRECTOR	10M
MARKET RESEARCH, industl. exp.	9,600

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

PUTTING OUR MAGAZINE EXPERTS ON YOUR STAFF—BUT NOT ON YOUR PAYROLL—GIVES YOU TOP MEN FOR A TOKEN FEE!

**Association of
Publisher's
Representatives
70 East 45th St.
New York 17, N.Y.
85 members**

APR

WRITER

Key spot for top man. Excellent opportunity for experienced print writer who is ready to cut loose. 4A agency. Call CEntral 6-5025 (Chicago) and ask for John Miller.

ALEX T. FRANZ, INC.

DRAKE

MARKETING MANAGER $20,000
Seasoned executive with consumer and industrial exp. for highly rated midwest ad agency.

ART DIRECTOR $12,000
To organize art dept. for established 4A ad agency in midwest. TV and print, consumer accts.

ACCOUNT EXECUTIVE $15,000
Highly rated 4A ad agency requires solid bkgd. on TV mfr. account. Excellent opportunity.

BROADCAST MEDIA DIR. $12,000
To supervise time buyers, estimators, some research on multi-million dollar TV account. Top potential.

MARKET ANALYST $10-12,000
Midwest mfr. needs market analyst with advertising bkgd. Expd. in garden tools, other hard goods.

COPYWRITER $12,000
Top level exp. in major appliances for ad agency key account.

America's Largest Advertising Placement Agency
**B. L. Clem
DRAKE PERSONNEL, INC.**
29 East Madison Chicago 2, Ill.
Financial 6-8700

Maria Bourne Lavigne Webb

COURSE—*Making plans for the advanced advertising course sponsored at the University of Montreal by the Montreal Advertising & Sales Executives Club are Professor Maurice A. Maria; William G. Bourne, sales promotion manager, Pepsi-Cola Co. of Canada; Wilfred Lavigne, Donahue & Coe (Canada) Ltd., and J. D. Webb, advertising manager, Crane Ltd.*

TV Ad Should Sell Sans Audio, Elliot, Bellaire Tell AWRT

NEW YORK, Feb. 17—How can you get your television commercial to stand out from the 900 tv ads the average viewer sees each month?

There seems to be no simple answer, but a part of the solution is simplicity, it was suggested here yesterday by Arthur J. Bellaire, vp in charge of radio-tv copy at Batten, Barton, Durstine & Osborn, at a workshop meeting of the New York chapter of American Women in Radio & Television. "We must use the fewest number of words possible to say what we want, and we must use everyday words," Mr. Bellaire said.

The video portion should carry more than half the weight of the commercial, Mr. Bellaire further suggested, and he was backed by another panel guest, Stephen Elliot, executive producer, Elliot, Unger & Elliot. Going a step further, Mr. Elliot said, "The commercial should sell a product even if the sound track is turned off."

■ Closeups at a moderate speed should be used as much as possible, Mr. Bellaire recommended. He said a copywriter should write the audio and the visual portions at the same time, so that the words and the pictures will combine effectively. "Probably the greatest secret," Mr. Bellaire concluded, "is for the copywriter never to be quite satisfied with what he does; rewriting is very important."

Mr. Elliot estimated that a small producer such as his own company can do $5,000,000 in tv commercial business each year.

■ Other members of the panel included Michael Turner, vp and account supervisor at Benton & Bowles; Richard Baxter, vp and director of research at Cunningham & Walsh, and Edward Gotlieb, president of Edward Gottlieb & Associates.

Hugh Downes, NBC-TV personality who served as moderator, said he likes to personally test a product before he delivers a commercial for it on television. "This brings me closer to the product and allows me to be more enthusiastic about it," he added. #

**OPENING FOR EXPERIENCED ADVERTISING MGR.
FLORIST-NURSERY CHAIN**
Mainly newspaper. Capable of rough layout—merchandising.
**Amlings Flowerland
8900 W. North Ave., Melrose Pk.**

**Presenting-
your message
to over 177,000
marketing men
and women
for as low as
$5 per ad!**

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name__________

Street__________

City__________ Z____ State__________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE

200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif

Anderson
Watts
Packard
Barry
Benaugh
Pierson
Girard
Shea
Poland
Dannhausen
Hooker
Sheehan
Dix
Robinson
Adams
Ozane
Guest

THREE CITIES—*The boards of the tf Clubs of Chicago, Cleveland and New York held a joint meeting to discuss mutual problems and to plan the presentation the tf Clubs will make at the National Business Publications meeting in Boca Raton March 6-10. Present were: (from Chicago), James Anderson, Architectural Record; Murray Packard, Industrial Marketing; Tom Barry, Chilton Publishing Co.; Robert Pierson, Tooling & Production; Stan Girard, Tool Engineer; Robert Shea, Public Works Journal; William Dannhausen, Gas Industries; Cliff Hooker, Thomas Publishing Co.; John Dix, Conover-Mast; Roy Adams, Institutions Magazine, and William Poland, Penton Publishing Co.; (from Cleveland), Robert Watts, Chilton; William Benaugh, Conover-Mast; Bud Guest, Penton; Gil Sheehan, W.R.C. Smith Publishing Co.; (from New York), Lou Ozane, Penton, and Hugh Robinson, Conover-Mast.*

N. Y Bill Would Require Full Data on Rating Methods

ALBANY, Feb. 17—Assemblyman Bruce Manley (R., N.Y.) thinks the broadcast rating services should be required to disclose the "mumbo jumbo, manipulation and figure juggling they use to establish the magical numbers" which so vitally influence the radio-tv industry.

Mr. Manley this week submitted an amendment to the state penal law calling for disclosure of the methods and basis of radio-tv ratings provided by companies operating in New York State. The amendment submitted to the assembly would make it unlawful "for any person, firm or corporation to issue, for sale or otherwise, for the purpose of influencing the sale of advertising, any announcement or rating concerning the percentages or number of listening or viewing audiences of any radio or television station or program without also stating fully and exactly the manner in which such percentages or numbers are obtained."

It also provided that "such statement shall include, but not be limited to, a description of the method used, the number of persons contacted and the times and dates when contacted and the location of such persons and the exact area covered by the poll."

■ In announcing the legislation, Mr. Manley charged that the "struggle for supremacy in ratings has led to rigging of tv programs and hypoing of radio programs." In a reference to the sample size issue, he said: "How approximately 1,000 electronic gadgets can measure accurately what 115,000,000 people are watching is a mystery to me." He indicated that he would like to see that mystery cleared up.

"The system of ratings, with all its mathematical uncertainties, has reached a point where broadcasters, the acts and performers and sponsors are virtually at the mercy of the $20,000,000 annual surveys," Mr. Manley continued. "And the public is brainwashed by programs dictated by the untouchables of the rating organizations." #

Kastor, Hilton Names Two

Sam Gill, previously with Fletcher D. Richards Inc., has joined Kastor, Hilton, Chesley, Clifford & Atherton, New York, as an account executive on Potter Drug & Chemical Corp. Kastor, Hilton also has named W. Roland Mudge, art director, administrative art director.

Nielsen Network TV

Two Weeks Ending Jan. 24, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	22,012
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,933
3	Cavalcade of Sports (Gillette, NBC)	17,809
4	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	17,538
5	Bob Hope Show (Buick, NBC)	17,357
6	Have Gun, Will Travel (Whitehall, Lever, CBS)	17,357
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	16,860
8	77 Sunset Strip (Several sponsors, ABC)	16,182
9	Jerry Lewis Show (Timex, NBC)	16,046
10	Danny Thomas Show (General Foods, CBS)	15,820

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	49.3
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.9
3	Cavalcade of Sports (Gillette, NBC)	40.1
4	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	39.6
5	Bob Hope Show (Buick, NBC)	39.5
6	Have Gun, Will Travel (Whitehall, Lever, CBS)	39.1
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	38.2
8	77 Sunset Strip (Several sponsors, ABC)	37.1
9	Jerry Lewis Show (Timex, NBC)	36.8
10	Perry Mason Show (Several sponsors, CBS)	36.1

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,894
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,803
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	16,091
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	15,323
5	Danny Thomas Show (General Foods, CBS)	14,916
6	Bob Hope Show (Buick, NBC)	14,554
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	14,419
8	Cavalcade of Sports (Gillette, NBC)	14,283
9	Father Knows Best (Lever, Scott Paper, CBS)	14,012
10	The Real McCoys (Procter & Gamble, ABC)	13,922

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	42.4
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	42.4
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	36.3
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	34.7
5	Danny Thomas Show (General Foods, CBS)	33.6
6	Bob Hope Show (Buick, CBS)	33.2
7	Ed Sullivan Show (Colgate-Palmolive, Pet Milk, CBS)	32.6
8	Cavalcade of Sports (Gillette, NBC)	32.1
9	The Real McCoys (Procter & Gamble, ABC)	31.9
10	77 Sunset Strip (Several sponsors, ABC)	31.7

*Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

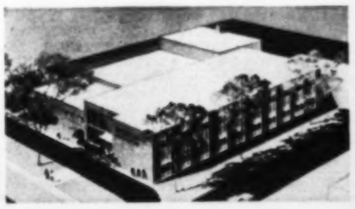
Butler Joins Louis E. Wade

John C. Butler has joined Louis E. Wade Inc., Fort Wayne, Ind., as art and creative director. Mr. Butler was formerly vp and partner of Poorman, Butler & Associates.

Barnes Names Duke VP

Barnes Advertising Agency, Milwaukee, has appointed Ralph C. Duke a vp. Mr. Duke joined Barnes in 1953 as tv-radio producer and director and became an account executive in 1955.

dedicated to better programming and outstanding service to our clients



WBEN-TV

every modern facility for complete programming

In January, WBEN-TV went on the air from its ultra-modern studios, control room and offices. These new buildings house important technological advancements for production of television, AM and FM programs.

In combination with the outstanding shows of the CBS Network, WBEN-TV will be able to provide the more than 2,000,000 people of our coverage area that something "extra" which adds up to sales, success and prestige for the client.

To our advertisers this means more effective means than ever before through this proven facility to reach most of the people most of the time, and to make TV dollars count for more on Channel 4.

WBEN-TV CH. 4

CBS in Buffalo

The Buffalo Evening News Station

B+C

... means

Bertsch + Cooper

... it also means

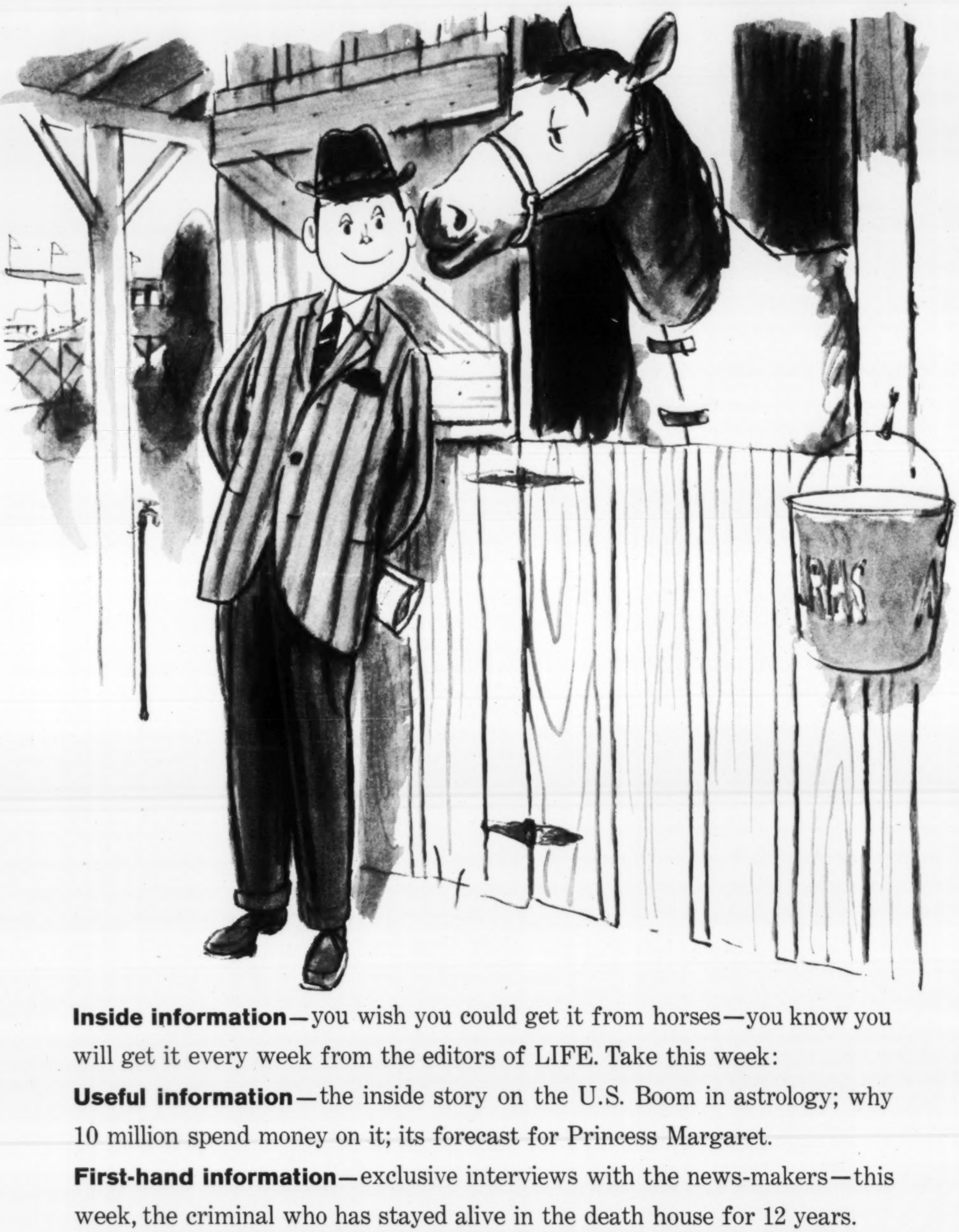
Chicago's

largest, complete

typographic service

facilities

Type faces used are:
Modified Century Schoolbook with Bold



Inside information—you wish you could get it from horses—you know you will get it every week from the editors of LIFE. Take this week:

Useful information—the inside story on the U.S. Boom in astrology; why 10 million spend money on it; its forecast for Princess Margaret.

First-hand information—exclusive interviews with the news-makers—this week, the criminal who has stayed alive in the death house for 12 years.

Revealing information—brilliant color article on how the most successful little democracy in the world got that way and stays that way.

Information is a fact of LIFE—that makes people in 18,950,000 homes believe what they see in LIFE—and helps make "Advertised-in-LIFE" the significant media symbol in selling.

INFORMATION IS A FACT OF LIFE

ADVERTISED IN LIFE

THE CHRONICLE MEANS THE WEST

BUEL
San Francisco Chronicle

Represented by Sawyer Ferguson Walker